

PUBLIC RELATIONS JOURNAL



PR Field Studies . . .

**SEPTEMBER, 1955
VOL. XI — No. 9**

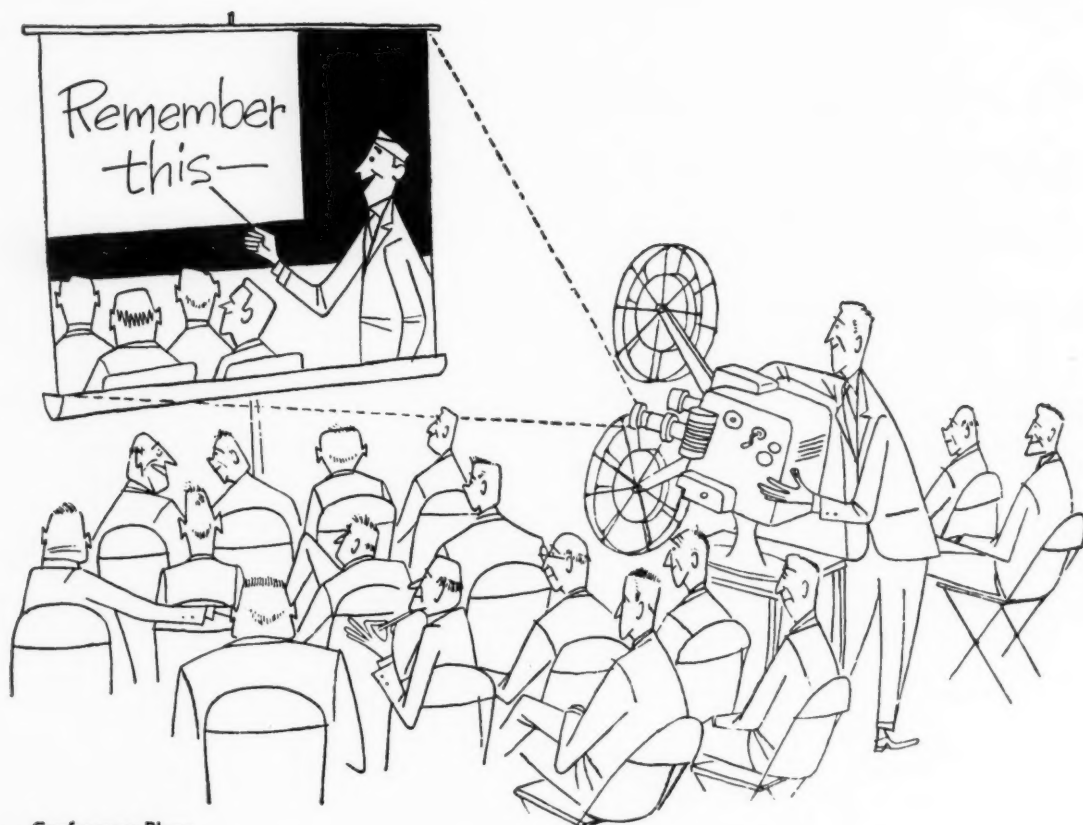
75 CENTS

**The field study as a check
on public relations needs**

Page 3

**The public relations firm operates
a corporate news bureau**
Page 5

**New style press conference
for foreign public relations**
Page 10



Conference Plans
 Motion Pictures
 Meetings Packages
 Television Commercials
 Demonstration Devices
 Screen Advertising
 Skits
 Animated Cartoons
 Training Manuals
 Slidefilms
 Pictorial Booklets
 Transparencies
 Slides
 Film Distribution
 Turnover Charts
 Meeting Guides
 Tape Recordings
 Disc Recordings
 Promotion Pieces
 Poster Charts
 Banners
 Training Devices
 Quiz Materials
 Speech Coaching
 Pageants
 Stage Presentations
 Portable Stagettes
 Meeting Equipment
 Projection Service
 Film Productions in Color
 Field Surveys
 Convention Services

TO HELP YOU

make lasting impressions

Low-budget movies can be just as successful for small companies as more elaborate productions are for larger organizations. Whether your group meetings are large or small, Jam Handy can help you get the results you want—at a saving in time and money for you.

Whatever your objectives in meetings may be, specialists are available with the knowledge and experience to help you make good your objectives. If you wish, Jam Handy One-Stop Service can handle every detail for you, under your supervision. Write or call the office nearest you for information about these skilled services for making *lasting impressions*.

The **JAM HANDY**
Organization

One-Stop Service

Offices →

NEW YORK 19
 1775 Broadway

DAYTON 2
 310 Talbott Bldg.

DETROIT 11
 2821 E. Grand Blvd.

PITTSBURGH 22
 Gateway Center

CHICAGO 1
 230 N. Michigan Ave.

HOLLYWOOD 28
 5746 Sunset Blvd.

NOTED IN BRIEF . . .

• The public relations field study is coming into its own. According to Dudley L. Parsons, public relations no longer needs to develop on a hit or miss basis; it can now be engineered like other phases of management. Read his interesting analysis of the field study on page 3.

• With the establishment of a news bureau under the client's own roof, the whole client-public relations firm relationship undergoes a fundamental change, and the agency finds itself in the position of a "friend of the family." George Thomas discusses the implications of this interesting relationship.

• The graphic technique, properly applied to problems of visual education, is an important one among certain audiences. General Electric uses "un-funny" comic books to help maintain good plant-community relationships.

• When 150 reporters and industrial leaders gathered in the Jade Room of the Waldorf-Astoria to take part in a press conference with President Mag-saysay in Manila, 8,000 miles away, history was made. Howard Hudson shows how the new technique can be used by the growing number of American public relations men serving foreign clients.

• Gordon Hough tells how a staid association of architects reaped a public relations harvest from a sound PR program.

Milton Fairman

Editor

G. Edward Pendray

Editorial Consultant

Robert L. Bliss, Managing and

Advertising Director

Natalie D. Ellinger, Editorial Executive

Woodrow G. Gatehouse, Business Manager

Katherine R. Zito, Circulation Manager

Diane Davis

Advertising

Editorial Office: 2 West 46 Street

New York 36, Circle 6-0741

Published monthly, copyright 1955 by the Public Relations Society of America, Inc., at 2 West 46th Street, New York 36, N. Y. George M. Crowson, President; Robert L. Bliss, Executive Vice President; W. Howard Chase, Vice President; William A. Durbin, Secretary; Ward B. Stevenson, Treasurer. Of the amount paid as dues by members of the Society \$7.50 is for a year's subscription for the *Public Relations Journal*. Recentered as second class matter October 29, 1954, at the post office at New York, N. Y., under the act of March 3, 1879. Additional entry at Orange, Conn., August 26, 1955. Subscription rates \$7.50 a year; foreign \$8.50. Single copy 75 cents.

PR JOURNAL

2 West 46th Street • New York 36, New York • Circle 6-0741

VOL. XI, No. 9

SEPTEMBER, 1955

ARTICLES

The field study as a check on public relations needs Dudley L. Parsons 3

The head of a well-known New York public relations firm shows how good field studies can result in lower costs or better and more effective public relations programs, or both.

The public relations firm operates a corporate news bureau George C. Thomas 5

An account executive explains the intricacies of operating a round-the-clock corporate news bureau under the client's own roof.

Unfunny comics—a public relations tool . . John T. McCarty 8

The story of a community public relations tool with many surprising aspects . . . and assets.

New style press conference for foreign public relations Howard P. Hudson 10

How the National Planning Association conducted the first two-way overseas news conference by radio-telephone.

Public relations for the professional association Gordon L. Hough 12

An analysis of the difficulties that may be encountered in conducting a public relations program for a professional association . . . and the success that can result from a good program.

COVER PHOTO

Dudley L. Parsons, senior partner of the counseling firm of Dudley L. Parsons Company, discussing public relations objectives with a corporation executive during a field study. See page 3.

EDITORIAL PAGE

The New Register

WE'VE JUST HAD the pleasure of thumbing through the new edition of The Public Relations REGISTER. It's a joy to compare it with the first scrawny edition that PRSA put out six years ago because its development reflects the growth of the Society itself. Well-stacked with its 180 pages, corseted for the first time in board covers, trim and neat with its clean typography, the REGISTER is certain to attract favorable attention.

One new feature deserves special mention, and a suggestion for the future. For the first time, many of the counselling firms have listed their clients. This is good. And as the practice grows it should prove profitable. How often have you had an idea to communicate and had to make your approach through an operating executive or advertising manager because you didn't know who held the public relations account?

We hope that the REGISTER will, in future editions, expand this listing. If it does we can expect in time to have an alphabetical client listing such as Standard Advertising Register provides for advertisers. When we get such a list, it will be a useful tool in the public relations kit.

Perils of the Interview

THE EFFERVESCENCE of some executives troubles their public relations people and the conscientious press as well. It is difficult to make these executives understand that an interview is not a casual conversation, but an occasion when accuracy and good sense are of utmost importance.

When a public relations representative sits in on an interview—and he should certainly be present whenever a matter of any moment is discussed—he understands the interest of both client and press in the content of the interview. He can serve as an interpreter and thus guard against misunderstanding.

We have just found in Forbes magazine an item that illustrates what may happen when the interpreter isn't present at an interview. The public relations director of a national

company had written Forbes a pleasant little correction. Seems an article about his company had given the impression that the concern was about to go into competition with some important customers. This, for obvious reasons, created a trade problem. Forbes printed the correction with the added editorial note that the erroneous impression had been obtained from an "ebullient vice president" who had neglected to qualify his remarks.

This is the kind of thing that puts a strain on the corporate family tie, a strain that might easily have been avoided.

No Comment

TO PREVENT any possible misunderstanding, the rate card of a leading Southern farm magazine lays it on the line in these well-selected words:

"Publicity: The _____ is most cooperative in presenting the publicity releases of its advertisers to its readers."

Nomenclature

WE ARE INDEBTED to Broadcasting-Television for a contribution to public relations lore. Seems TV promotion is building attendance at the Philadelphia Zoological Gardens. Source of this intelligence: Roger Conant, "curator of reptiles and PR!"

Success

WHILE IN ALL THINGS that we see or do, we are to desire perfection and strive for it, we are nevertheless not to see meaner things, in its narrow accomplishment, above the nobler things, in its mighty progress; not to esteem smooth minuteness above shattered majesty; not to prefer mean victory to honorable defeat; not to lower the level of our aim, that we may the more surely enjoy the complacency of success. —JOHN RUSKIN

The field study as a check on public relations needs

By Dudley L. Parsons

Senior Partner
Dudley L. Parsons Company
New York City

A SHORT TIME AGO, a national trade association wrote letters to 40 leading public relations counseling firms asking them to submit their qualifications for handling the association's public relations, along with some indication of their procedures. Of the six selected to make further presentations in person, all had suggested that before any kind of program should be drawn up, there should be an appraisal of the present program, or lacking a program, a review of the association's objectives and other pertinent facts necessary to develop sound procedures and organization.

Whether this indicates that management is becoming more aware of the appraisal method of approaching or checking public relations, or that more counseling firms are offering it to potential clients, it helps show that this method is at last coming into its own. Public relations no longer needs to develop on a hit or miss basis; it can now be engineered like other phases of management.

The audit, field study, or appraisal, whatever it is called, has been used for many purposes. The boxed tabulation indicates some of those we have encountered.

Such an appraisal, as indicated, goes under many names. Our firm and others call it a field study. Whatever it is called, it starts with finding out from the client whether over-all public relations is being considered, or only some such phases as community relations, stockholder relations, employee relations or financial public relations. Then key people of the client's organization are questioned about policy, needs and their ideas of long- and short-range objectives. The client's record, the

1. To re-examine policy as it affects the public.

2. To determine an organization's public relations problems and potentials.

3. To set up a public relations program.

4. To check on the effectiveness of a program or to find means of increasing its value.

5. To find the optimum program for a special event such as a dedication, anniversary, new branch, etc.

6. To set up a specific public relations project such as an interpretive book, company history, an annual report, etc.

7. To show management what public relations can do and is doing.

8. To reveal the special problems and communications needs of a merger, disassociation, etc.

9. To check on the effectiveness of communications plans, house magazines, etc.

10. When the public relations assignment is divided between two or more departments, to define the areas of overlapping, develop means of coordination and recommend workable arrangements.

nature of his competition and his activities in the public relations field are among matters consequently studied.

Following this, trained investigators ask leading questions of key people in each of the groups of principal interest to the client and follow up leads until a pretty clear picture evolves of the reputation of the client with each segment of the public of importance to him. Opinions are sought, of course. But even

more important is to get the reasons back of the opinions. Sometimes, but not always, opinion polling is employed.

Then, and only then, is counsel in a position to analyze the facts and trends revealed, to draw on these facts and his experience to develop a suitable program and to make a report to his client showing what policies should be reconsidered and why, what should be done, by whom and approximately how much it will cost.

For counsel rendering full scale modern public relations service, such a procedure is generally routine and the trade association mentioned went to more trouble than is needed to find this out. I don't know who all of the other five counsel are, but I suspect that since they suggested this course, any one would perform adequately and about all the client need find out before making his choice would be the range of experience and performance record of proposed counsel. He could then choose on the basis of personal preference for an organization which is large or small, or lean or fat, and one which appears compatible with his aims, objectives and key personnel.

The way each counsel goes about making a field study is his own affair and conversations by the writer with many of them have not shed much new light on procedures. However, we have talked to a number of practitioners and seen reports from a half-dozen firms. We have ourselves made a great number of studies for manufacturers, financial institutions, colleges, foundations and trade associations.

What these studies generally have in common is, as indicated above, a concern with public opinion as expressed by various groups of interest to the client, the competitive atmosphere, special political considerations affecting the client's business, the client's short-range and long-range objectives, its previous practices and policies and a suggested *modus operandi* in detail.

Some counsel rely heavily on the public opinion survey, which properly undertaken and for certain kinds of information is one of our best tools. However, such polls are relatively expensive and not all of the

information needed for a complete appraisal can be obtained by this method.

More general practice, therefore, is to ask searching questions of typical people and opinion leaders within certain groups. In some cases, this kind of interviewing in depth, together with information already available in written form, yields information sufficient for the purposes of the study without requiring the interviewing of vast numbers of people. Sometimes it clearly indicates the need for full-fledged professional opinion polling, but with the advance study completed, a much better picture of the exact kind of questions needed for the opinion poll is presented.

Most counsel conduct field studies themselves but practice varies a great deal in detail. Some send out junior personnel with prepared leading questions, even manuals, while others tend to use the best people available under the supervision of a principal and then quarter-back from experience and ability. For opinion polling, which is both highly specialized and technical, the majority of counsel employ outside experts.

Improvements in detail in the methods of producing a field study or audit with its report are evident over the past decade. However, counseling firms may be understandably reluctant to reveal to others the employment of new techniques in this work. Only one other firm mentioned the use of motivational research. With the current interest in applying the findings of the social sciences in public relations work, I should expect to find more evidence of them than this in the field study.

In our case, my partner, Richard S. Baldwin, several years ago developed a method of obtaining information through projective techniques. This was worked out in collaboration with the Personnel Laboratory of New York and is designed to compare conscious with subconscious attitudes of employees and other groups who will submit to questionnaires.

A good field study is often a one-time or infrequent expense and even if it didn't save money over the years, would be worth all it costs in increased effectiveness. If you force a cut in price or take a bargain basement offer, you may find that corners have to be cut which

should not be cut. There are times when some counsel will do the job at cost, but most counsel consider it unethical knowingly to accept an assignment at a loss.

It is important that the analysis phase of a field study be undertaken by people of broad experience and judgment who are also exposed to the newer ideas and practices in public relations. If the field work is adequate, good analysis and judgment should result in custom tailored specifications, an optimum program, a more efficient staff and, if counsel is to continue, a sound division of effort between counsel and staff.

Furthermore, management, which is seldom trained in public relations,

is given a better understanding of what it is getting and what to expect—its appreciation of the job being done by its public relations people at the time of the study is frequently enhanced. Sometimes there are unexpected dividends. While making a study recently, we obtained information which was immediately applied to prevent over-assessment of a plant, saving the client taxes totalling many times the cost of the study. Another time we uncovered information which won a patent suit. Such extra benefits cannot be promised, but a good field study should result in lower costs or a better and more effective public relations program, or both. • •

GOOD PUBLIC RELATIONS IS A FINE ART

Among the important aspects of present-day life in the United States is what has become known as the art of public relations.

Large business concerns and industries employ public relations managers to handle their reports, statements by their top officials, and to conduct their relationships with the public generally, with a view to making clear to the public their positions in respect to almost every angle of their operations, including particularly their relationships with their employees.

... Inasmuch as public relations have become a real art in modern life, calling for the wisdom and the talents of a first-rate public relations counsellor or officer in a given organization . . . it is altogether wise . . . to use a capable public relations person to handle its messages, designed for public consumption. Of vital importance is the necessity for such a person to establish a clear-cut understanding with the press; and we might add with the radio; to the end that statements and news stories will be handled in a way that will create the least amount of misunderstanding or confusion in the public mind.

The Morning News has always been willing to cooperate with various types of organizations . . . in an effort to be fair and accurate in handling whatever messages, statements or reports they might wish to make public. In this connection, we are constrained to say that the modern newspaper, in the very nature of things, possesses the status of a veritable clearing house for gossip and rumors. And gossip and rumors cannot be dismissed lightly by the organizations which become involved. When they arise, it is a matter of common sense and of old-fashioned wisdom for the organization involved to clear up the gossip or the rumor with a factual statement, or, if that cannot be done at a given time, certainly not to issue a declaration which might serve only to becloud the gossip or the rumor, and as a matter of fact, make it circulate more intensely among the people. We advance these views as a matter of public service.

—Excerpts from Editorial

Savannah Morning News
Savannah, Georgia



SHIRTSLEEVE SESSION — Most of the groundwork of the Rockwell News Bureau is accomplished at small, informal sessions such as this. Here, Orville Barnett, veteran valve expert and assistant to the vice president, Meter and Valve Division (Rockwell's largest), uses a plastic model of a Rockwell-Nordstrom lubricated plug valve to point out a special feature for the edification of (left to right) the author, Market Research Manager A. C. Daugherty (company public relations representative), and Vice President Paul C. Kreuch.

The public relations firm runs a corporate news bureau

By George C. Thomas

Account Executive
Burson-Marsteller Associates, Inc.
Pittsburgh, Pennsylvania

IT'S A LONG—and sometimes risky—step from handling a major public relations account on an occasional or "job" basis to operating a round-the-clock corporate news bureau under the client's own roof.

With the establishment of such a bureau, the whole client-public relations firm relationship undergoes a fundamental change. The public relations firm finds itself in the position of a "friend of the family" who is suddenly taken into the family: what may have been a beautiful—and profitable—association at a comfortable distance may soon wither under the glare of unrelieved propinquity and broadened contact.

For one thing, the firm can no longer concern itself simply with a single entity called "client"—an entity represented by a few clearly designated individuals to be dealt with from time to time.

Now, instead, the client emerges as a random assortment of perhaps several hundred "officials" with varying aims and degrees of responsibility—individuals to be dealt with directly on a day-to-day basis.

Whether this hydra-headed aspect of the new relationship will lead to improved efficiency or enlarged pandemonium depends on careful planning and common sense follow-through.

The function and methods of operation of the news bureau must be thoroughly outlined—and explained in some detail to client personnel. And the resident public relations firm representative must prove he's there to help when he's wanted—not to provide an alien source of inconvenience.

The need for 'pre-planning'

Much of this groundwork can and should be laid in advance at the top management level—with the entire arrangement carefully tailored to the client's specific public relations needs as well as his pattern of operations.

The need for such careful "pre-planning" naturally varies with the size, degree of diversification, expansion rate and geographical spread of a client corporation. A large, fast-growing highly diversified and widespread corporation like Rockwell Manufacturing Company, for example, would offer exceptionally slippery footing to a carelessly organized "alien" news bureau.

Just *how* slippery is indicated by the company's "vital statistics":

Rockwell, which calls itself "The Biggest Small Business in America," is made up of some 15 operating divisions in 10 states and Canada—each with varying degrees of autonomy and together producing some 17 basic product lines for some 25 major markets.

The company has two major advertising departments and one independent divisional advertising department. Rockwell's sales organization is similarly divided—with two major sales departments, each including several product divisions, and a number of additional sales departments representing individual operating divisions.

Getting the news bureau started

To reduce the inevitable interval of groping before an "alien" company-wide news bureau could hope to find its proper place in this complex scheme of things, Rockwell and Burson-Marsteller officials:

1. Put the entire operation under the wing of a "company representative," who would handle administrative problems of the bureau, "look out for company interests" and "run interference" for the account executive. (The man chosen for this responsibility was the company's market research manager, A. C. Daugherty, a member of the company president's staff, with a finger on the pulse of almost everything going on in the company—a man who would be continually available for consultation and who had written many articles on company operations and policy.)

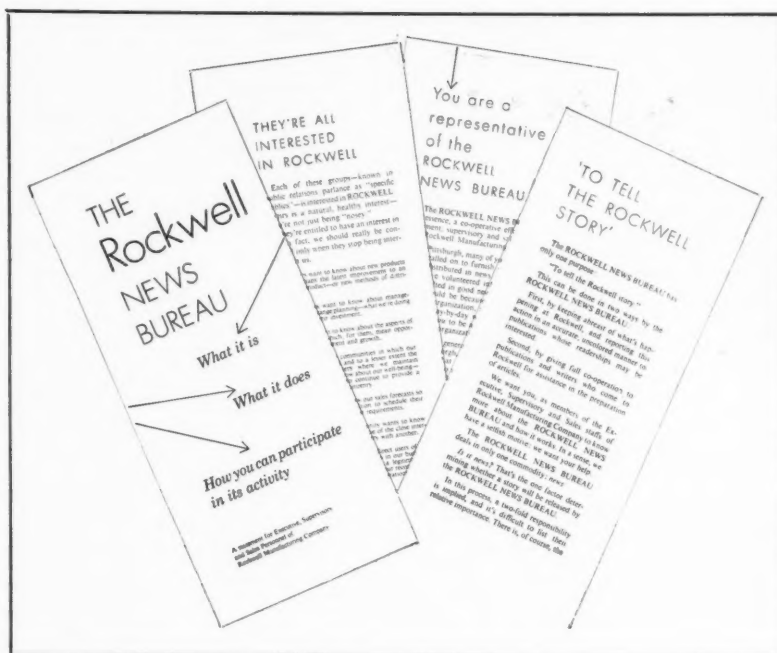
2. Launched the bureau with a special announcement letter signed by the company president and sent to several hundred "key personnel."

3. Distributed to the same mailing list a booklet prepared by the public relations firm explaining the aims and policies of the news bureau and outlining the various types of information needed from various departments and divisions.

4. Followed up from time to time with mention of news bureau activities and needs in the "President's Letter," a Rockwell monthly communication sent to a smaller list of management personnel.

5. Introduced the account executive personally at the outset to all key personnel at national headquarters and provided him with an up-to-date directory of plants and headquarters with all offices and departments labeled.

George C. Thomas is a former business editor, copy editor, and general news reporter for the Winston-Salem Journal-Sentinel, and reporter-photographer for the Danbury, Conn., News-Times. He also did reporting and copy editing for the Miami Beach Sun-Star and Miami Herald. For a time he served as Detroit editor of the American Machinist and associate editor of Army Motors. He has been an account executive with Burson - Marsteller Associates since March, 1953.



6. Set up approval machinery for proper processing of all news releases—different machinery for different divisions depending on the preferences of the division management involved.

Functions and responsibilities defined

By carefully spelling out both the functions of the bureau itself and the individual responsibilities of company representative and account executive, Rockwell immediately eliminated most potential seeds of misunderstanding and sloppy teamwork between public relations firm and client.

For example, it was understood that the bureau was to be concerned chiefly with preparation of articles and news releases for "external publicity." Any requests for other forms of help (such as the writing of house organ articles, special internal communications and the like) were to go through the company representative.

In this way, the account executive would be spared the responsibility of a choice between an inexpedient acceptance of extra work and a possibly unpopular refusal. The company representative would decide which is to the best advantage of the company.

The bureau—which appears on

Rockwell organizational charts as the "public relations department"—does, of course, have some functions which come under the heading of "communications"; however, most of these are performed by the company representative.

It is the company representative, for example, who helps the president prepare a quarterly "Management News Letter" which goes to approximately 575 key personnel. This "letter" includes current thinking of top management, ideas received from the field and a digest of current news items.

The account executive's internal communications work is limited largely to distributing copies of all major news releases to key management employees. He is also called upon from time to time to write special letters, bulletins, house organ articles and the like—but only on a "special request" basis—and only when approved by top management or the company representative.

Personality must be taken into account

Even within the more or less formalized framework of such an arrangement, however, an account executive still has ample room to help or hinder client relations considerably at the personal level. He can do a lot of damage in two ways

—either through recognizable incompetence or through simple inability to get along with client personnel.

On the other hand, he can become a valuable "living bond" between public relations firm and client.

Although simple personality factors unavoidably complicate such a relationship, the "bureau chief" may find a few simple rules of thumb will go a long way to "cement the alliance."

Among them:

1. Use "protective coloration"—i.e., identify yourself with the client company in the minds of company personnel and outsiders by such devices as using client memo paper and other stationery, keeping company hours, attending employe functions (if invited), etc.

2. Treat personnel items of any sort with special consideration—remembering that, no matter how casually they are mentioned by the person concerned, they have a special importance for him.

(If the item conceivably has any news value at all, take the trouble to prepare a brief release. If you can't afford to send it to outside publications because these are already overloaded with client news, then circulate the item internally.)

3. Learn the exact dimensions of each man's bailiwick as he sees it himself. Cater to any interest he has in checking stories and releases on developments in this field even though his superior has not stipulated such referral.

4. Instead of turning down special requests for service, suggest that the person making the request get "permission" from the company representative for you to do the work.

5. Try to devote a truly proportionate amount of time to each product division.

6. Co-operate closely with all advertising departments—particularly in the timing of new product announcements.

7. Take advantage of any opportunity offered you for the purpose of explaining your function—at informal management discussion sessions, for example.

8. Take a lively but unobtrusive interest in everything that's going on around the company. Offer service at all times but don't force it on people. • •

SPECIAL ANNOUNCEMENT

THE PERSONNEL DEVELOPMENT COMMITTEE of the PUBLIC RELATIONS SOCIETY OF AMERICA will sponsor a second series of experimental Group Aptitude and Temperament tests for public relations from October 1 to 15 under the direction of THE PERSONNEL LABORATORY, the professional organization which conducted the 1954 tests.

PURPOSE:

The Society, through the work of its various committees—education, research and personnel development—is making every effort to increase its fund of knowledge about what public relations people do, about what kinds of educational and occupational backgrounds produce the most successful public relations craftsmen, about what kinds of minds and temperaments measure up to the flexibility necessary to meet the diversified demands made on public relations men and women.

Continued research in this field is necessary if we are to achieve universal acceptance of public relations as a profession and if we are going to compete for talented leadership in our field. APTITUDE AND TEMPERAMENT TESTING is only one of the tools we must use in our search for information and in our placement and development of public relations personnel.

SOME RESULTS OF 1954 EXPERIMENTAL TESTS:

More than 50% of employers commenting on test results of employes were in complete agreement with findings. Public relations professionals who took the tests in 1954 scored high in such important public relations aptitude factors as Idea Fluency, Social and Verbal Facility.

BENEFITS:

For the Public Relations Employer—

Testing will never take the place of a personal interview, but it can serve as a reinforcement of your own evaluation of a present or future employe.

For the public relations employe, aspirant or student—

Testing may be helpful to you in the choice of one of the many facets of public relations work—or it may guide you to a field for which your talents are better suited.

FOR ADDITIONAL INFORMATION:

PRSA members and college students wishing

—to take the test themselves

—to test job applicants

—to test present employes

should write direct to Personnel Development Committee members in the following PRSA Chapter cities and states:

ATLANTA—Lee Rogers—Lockheed Aircraft Corp.—Marietta
CENTRAL TEXAS—George M. Clark—Dairy Product Institute of Texas—Austin
CHICAGO—Stewart S. Howe—Illinois Institute of Technology
CINCINNATI—E. Leo Koester—Avco Manufacturing Corp.
COLUMBUS—Robert Olds—Ohio Education Association
CONNECTICUT—Bernard R. Hammons—Avon Old Farms School—Avon
DETROIT—Reuben Rydine—Public Relations Service
HOUSTON—James A. Clark—1714 Wroxton Court
SALT LAKE CITY—Nelson W. Aldrich—Kenecott Copper Corp.
MID-SOUTH—C. Armitage Harper—Democrat Printing & Lithographing—Little Rock
MINNESOTA—Don L. Short—Savage-Lewis Inc.—Minneapolis
NEBRASKA—Edwin C. Shafer—Union Pacific Railroad—Omaha
NEW ENGLAND—Prof. Howard Stephenson—Boston University
NEW ORLEANS—J. Raymond Samuel—Higgins, Inc.
NEW YORK CITY—Woodrow G. Gatehouse—PRSA
NORTHEAST OHIO—Henry J. Jackson—Lubrizol Corp.—Cleveland
NORTH TEXAS—C. F. Weekley—Southwestern Bell Telephone—Dallas
OKLAHOMA—Ed H. Johnson—University of Tulsa
PHILADELPHIA—William Weston—Sun Oil Company
PITTSBURGH—W. Everett McLaine—U. S. Steel Corp.
ROCHESTER NEW YORK—Stanley H. Manson—Stromberg-Carlson
SOUTHERN CALIFORNIA—Milton Murray—College of Medical Evangelists—Los Angeles
ST. LOUIS—Bernard A. Ehrenreich—General Contract Corp.
TOLEDO—Reginald S. Jackson—Flournoy & Gibbs
SAN FRANCISCO—Mrs. Lucretia Kemper—Albert Frank-Guenther Law, Inc.
SYRACUSE—William P. Ehling—Syracuse University
WASHINGTON, D. C.—Walter W. Belson—American Trucking Assn., Inc.
WISCONSIN—Lawrence J. Smotherman—First Wisconsin National Bank

COST:

A special fee of \$25 is charged each candidate to cover part of the cost of examinations. Through the special facilities of the Personnel Laboratory, arrangements can be made for testing in major cities, other than chapter cities, if there are five or more applicants. For further information on special arrangements, write to Public Relations Society of America, Inc., 2 West 46 Street, New York 36, N. Y., attention of Woodrow G. Gatehouse.

Unfunny comics —a pr tool

Here's a Community Public Relations tool with many surprising aspects . . . and assets

By John T. McCarty

General Electric Company
New York City

SO-CALLED INDUSTRIAL comic books have been in existence for the past ten years or so. In the main, they are infected with many of the diseases of the newsstand comics: Sensationalism, poor graphics, gaps in thought continuity, poor paper and poor printing make them ineffective—or worse.

Yet the graphic technique, properly applied to problems of visual education, is an important one among certain audiences. Youngsters of grade and secondary school levels and immigrants and first generation Americans learn most readily by means of pictorial presentations

with a minimum of explanation. Such people are not yet ready to translate long paragraphs of text into terms of the visual pictures which they are expected to create.

Some time ago the Community Relations Department of General Electric came upon an unfunny comic published by M. Philip Copp, New York, called "Eight Great Americans." The U. S. Department of State had used it extensively. It was translated into eleven languages and 2,000,000 copies were distributed through Overseas Information Offices in those language areas.

We thought we could get "mileage"

from such a book in our endeavors to maintain good plant-community relationships, and we contracted with the publisher to provide copies for our purpose.

The book itself pictures the lives of Washington, Jefferson, Walt Whitman, Abraham Lincoln, George Washington Carver, Andrew Carnegie, Jane Addams and Thomas Edison. Millicent Taylor, educational director of The Christian Science Monitor, had commented: "The art work is superb. Even though I can read no word of—say—Indonesian, I can follow the story." Time, News Week and several of the trade magazines had published laudatory reports of it. With such favorable opinions a matter of public record, we had no hesitancy in building a community relations project around "Eight Great Americans."

One of our first jobs was to acquaint all of our community relations representatives throughout the country with the book. We sent each of them a copy and suggested that they use it as a mailing to their civic lists. We called their attention to the fact that schools would have been recently reopened and that they might like to make available extra copies to high school English and history teachers. We also included suggested copy for a tip-on to go with the mailing.

More than fifty of our local plant managements responded immediately and our initial distribution ran to more than 15,000 copies. Wherever possible we had facsimile signatures of local plant managers printed on the tip-ons.

Shortly thereafter the deluge began. Requests for additional copies came in by telephone and teletype, by telegram and air mail.

Mr. McCarty joined General Electric in 1947 as a copywriter in the Advertising and Publicity Department. Since then, he has been an editor in the Executive Department, an employee information specialist in the Apparatus Department, assistant to the Community Relations Manager, and supervisor of program and promotional services for the



Employee Communication Department. He was appointed to his present position in June, 1952. He is a graduate of the University of Michigan.

For example, Richland, Washington, requested cost of an additional 2,000 copies for employee distribution; Cincinnati wanted 300 for a Business - Industry - Education day; one plant needed 250 copies to fill the request of an 8th grade teacher; the Bridgeport Board of Education used 500 copies in their evening Americanization classes which offer courses of study for adults desirous of becoming U. S. citizens; Milwaukee was interested in 800 copies for its information rack service.

A minister wanted 300 copies for distribution to his Sunday school students. A teacher wrote that he had formed a lesson around the book which was very satisfying to him and much enjoyed by the children in his class. An adult education instructor asked for the book in German.

One of the most interesting projects based on "Eight Great Americans" was the development of local

high school essay contests in plant cities varying in size from Ludlow, Vermont to Philadelphia. The essayists were to nominate a ninth Great American, based on his contribution to democratic government, human welfare and the material progress of the nation.

The program was worked out as follows: In Ludlow, for example, plant officials met with the school superintendent and the principal to discuss arrangements for such a contest under the sponsorship of General Electric. Announcement of the contest was made first in The General Electric News, so that employees would be in the know before the news reached the general public. It was quickly followed by a news story and follow up items in The Vermont Tribune, the local newspaper.

Interest was sustained over a period of several weeks by both papers. The News ran regular features and an editorial on various aspects

of the contest. The Tribune gave the contest generous "progress story" space. The contest ended with award ceremonies which were made a part of Ludlow's National Education Week observance.

Contestants' entries were submitted first to the faculty of the high school. The ten entries which were adjudged the best were then turned over to the final judging board, composed of a group of prominent local citizens, who selected the three candidates to receive prizes of General Electric merchandise.

The superintendent of the Ludlow plant made the presentations as a part of a program which included skits in costumes from the lives of the "Eight Great Americans." The skits were prepared and put on by the senior high school classes. The list of speakers included publisher Copp. The ceremony was held at the local town hall.

It is impossible to assay all of the community relations results from such a project. Certainly, it identified GE to the people of the community, many of whom are also employees, as an outfit interested in the activities of its neighbors. It created an opportunity for local plant management and GE guest speakers to appear before a responsive public in the role of good corporate citizen. And it brought down a small barrage of favorable publicity, not only for the organization and its local unit but also for several of the individuals charged with developing and maintaining good community contacts. It was so successful that we are anticipating a similar project based upon another unfunny comic of Copp's called "The Atomic Revolution." Details will be different but the application of Copp's unique treatment to a subject in which GE has a considerable interest will be useful in educational efforts at the community level.

Who was the ninth Great American named in the Ludlow contest? "He" was actually 63 other people picked by the 182 eligible contestants. The three prize-winning essays were based on the lives of Benjamin Franklin, Henry Ford and Will Rogers. The other nominees ranged all the way from Franklin D. Roosevelt, selected as a subject by 20 essayists, to Johnny Appleseed who was the subject of a single entry. • •

GEORGE WASHINGTON

1732-1799

FATHER OF HIS COUNTRY



MOUNT VERNON WAS THE HOME OF GEORGE WASHINGTON. A FEW MILES FROM WASHINGTON, D.C., IT OVERLOOKS THE POTOMAC RIVER.



GEORGE SPENT HIS YOUTH ON HIS FATHER'S LARGE TOBACCO FARM IN WHAT WAS THEN THE SOUTHERN COLONY OF VIRGINIA.



THE UNITED STATES OWES ITS FREEDOM LARGELY TO THE MILITARY LEADERSHIP AND CHARACTER OF GEORGE WASHINGTON, WHO LED HIS COUNTRYMEN TO VICTORY IN THE AMERICAN REVOLUTIONARY WAR (1775-1781). IN 1789 GENERAL WASHINGTON WAS CHOSEN THE FIRST PRESIDENT OF THE REPUBLIC.



Eleven reporters are introduced by John Lindeman (facing camera) before directing questions to President Magsaysay in Manila via radio-telephone. From left to right: Malcolm Muir, Jr., Newsweek (partially shown); Mark Stroock, Time magazine; W. W. Chaplin, NBC commentator; Robert Gowe, Associated Press; Gilmore Iden, U. S. News and World Report; James Partridge, Life Association News; Saul Sanders, Business Week; Robert Mitchell, National Underwriters; Ralph Teatsorth, United Press; Richard Lindabury, Herald Tribune; and William McGaffin, Chicago Daily News. Howard P. Hudson, NPA public relations consultant, is handling the microphone.

New style press conference for foreign public relations

By Howard P. Hudson

Public Relations Consultant
National Planning Association
Washington, D. C.

ONE THURSDAY EVENING last spring more than 150 reporters and industrial leaders gathered in the Jade Room of the Waldorf-Astoria in New York. At the same time, 8,000 miles away, newsmen in Manila were meeting with President Ramon Magsaysay in his residence. Due to the time difference the New

York group had just finished dinner, while the Manila conferees were winding up their Friday morning breakfast.

The crowd in the Jade Room was brought to startled attention by a blast of static from the public address system. A minute later a voice boomed "Manila calling." Thus be-

gan the first two-way overseas news conference by radio-telephone. Newsmen in New York asked questions of President Magsaysay and all heard his replies as if he were in the room. In turn, Philippine press representatives took the opportunity to ask questions of the American industrial leaders in New York.

The success of this pioneering technique is of more than historical importance. It has great promise for the increasing number of public relations practitioners who serve foreign clients.

How to release a story simultaneously in the United States and overseas with the traditional American press conference has been hitherto an insurmountable problem. The National Planning Association faced this situation in connection with the publication of a report concerning the Philippine American Life Insurance Company.

NPA, a nonprofit association engaged in economic research, has a special Committee on U. S. Business Performance Abroad, which is headed by Charles J. Symington, chairman of the Symington-Gould Corporation. For several years the Committee has been preparing case histories of American business firms operating in the foreign field. The companies selected are examples of Private Point Four in action.

The reports describe how these American companies have helped to raise the standard of living in certain foreign countries—stimulated the economy—made profits for everyone concerned—all without spending a cent of taxpayer's money. The published studies include the experiences of Sears, Roebuck & Co. in Mexico and W. R. Grace and Co. in Peru.

The Philippine American Life Insurance Co. case history revealed a remarkable success in providing low cost housing for thousands of Filipinos as well as the education of Filipinos in the virtues and uses of life insurance. The Committee felt that the people of both countries should know this story, and that it warranted a news conference in both the U. S. and the Philippines.

Counsel for the NPA Committee is Fred Smith, president of Fred Smith & Company, Inc., New York. He is a member of the NPA Business Committee, and one of the originators of the studies. Mr. Smith

wanted to hold a conference in New York because of the number of business writers, as well as general press, who would be concerned. But the story had great significance for the Philippines as well. The president of Philamlife was located in Manila and President Magsaysay himself had taken a personal interest in the outcome of the study. Hence the decision to hold the two-way conference.

The technical problems were not easy, and there was no assurance up to air time that the set-up would work. It was not enough to arrange a radio-telephone hook-up with Manila. Mr. Smith wanted the members of the press to be able to ask questions freely and for everyone in the audience to hear the questions and answers. His appeal to Bill Paley of the Columbia Broadcasting System brought the sympathetic and capable help of Chief Engineer Henry Grossman. In cooperation with the telephone company he put together the necessary equipment to do the job.

Two microphones, one leading to Manila, the other to the public address system, were taped together. This cumbersome device was passed to each person who asked a question. Because of the heavy cable a selected number of reporters were seated at one table, rather than throughout the audience. An additional engineering fillip by Mr. Grossman provided another line to CBS where the entire program was tape recorded.

It was well known that the telephone circuits to the Philippines are sometimes erratic; static might interfere or the circuit go dead for several hours. As insurance, the correspondents were asked to submit questions in advance to be cabled to the Philippines. Cabled responses were to be sent in case of circuit failure or if the answers were not heard clearly.

On the night of the conference the eleven reporters who had been chosen took their places at a table on an elevated platform. Chairman Symington, at the rostrum nearby, presided. As soon as contact was made with Manila, John Lindeman, author of the "Philamlife" report, introduced the correspondents who then asked their questions of President Magsaysay. Half-way through the session, Manila newsmen interrupted with some questions for Mr. Symington and for H. Christian Sonne, chairman of the NPA. These were answered from the microphone at the rostrum. Additional questions for industrial leaders present necessitated taking the microphone down to the audience.

The conference lasted an hour, which left little time for questions from the floor. Under this set-up the engineers were unable to provide floor mikes. Such questions, therefore, were directed to the chairman who repeated them over the microphone.

The enthusiastic applause in New York and Manila testified to the success of the venture. More tangi-

ble evidence was the resulting press coverage and later statements from President Magsaysay who felt that he had been brought closer to the U. S. people and leadership than ever before.

The two-way conference had provided a two-way story—not only a report of interest to the American people, but a personal interview with the head of a foreign government. Many writers also described the unique circumstances of the meeting. The fact that the conference was broadcast throughout Asia proved most interesting to government officials charged with improving our relations in that area.

The tape recording has provided an opportunity for additional public relations mileage. The playback has already been used effectively several times, once at a large luncheon in Washington before an audience of top government and embassy officials. • •

We Must Make Our Entries Every Day

It is axiomatic that the most progressive companies are those that take the public into their confidence and let their customers and stock-holders "see the wheels go 'round.'" I think that we must carry to the people, to our employees, to of industrial progress and our stockholders, the story of achievement as it effects them.

We know that public goodwill cannot be written on the books overnight. And it can never be written on the books so that it can stay there without subsequent entries. All ink tends to fade in the great ledger of public opinion—we must make our entries each and every day if we are to create and hold the goodwill which we must have.

HARRY A. BULLIS
Chairman of the Board
General Mills, Inc.
At Public Relations Luncheon
Annual Meeting, Chamber of
Commerce of the United States



Newsmen and industrial leaders in the Jade Room of the Waldorf-Astoria, New York, at the overseas press conference with President Magsaysay of the Philippines.

Public relations for a professional organization

By Gordon L. Hough

Public Relations Assistant
Creole Petroleum Corporation
New York City

PUBLIC RELATIONS for a professional association bears many resemblances to an industrial program with a number of significant differences. The familiar cry of "... but our case is different" probably has more validity here than in most instances.

Generally, professions are likely to be more confined by their codes than the average business by its regulations. An association with its self-imposed restrictions presents the public relations practitioner with both a problem and an opportunity,

while a *professional association* calls for rather special attention. A recent experience may serve as illustration while providing some "do's" and "don't's" to readers confronted with a similar challenge.

The Association of Stamford (Conn.) Architects, a small professional group, was organized in 1950 to promote and solidify the profession's place in the community plus offering its services to the municipal planning board. Located on the fringe of the New York City metropolitan area, Stamford was con-

cerned about its rapid growth and anxious for intelligent direction of this expansion. In addition its proximity to New York presented the problem of competition to the local architects.

Confident of its members' ability and potential contribution to public and private building in the area, the Association decided upon a public relations program, impelled to some extent by the American Institute of Architects' national campaign just commencing. Basically, the Association wanted to tell the architect's story—emphasizing the valuable assistance he can render to his community.

Initial reticence

Initially, the idea of a planned program horrified members as counter to professional ethics. Public relations for the architect is limited to activities in the interests of the profession—a member may give a talk, for instance, only on behalf of his profession. His firm may not advertise, and any brochure or sales tool must be characterized by dignity and restraint. Here, indeed, is a spot for association activity.

A year ago the writer was retained by the Association and began a study of the problem. Efforts were devoted to research, inquiring into the local opinion about the profession as a whole and the Stamford representatives in particular.

Publics important to the architect were queried: builders, bankers, realtors and others whose work brought them into contact with the profession. Clients, too, were surveyed to learn whether they were satisfied with their results. Industrialists and city officials also gave their opinions.

Survey indicates lack of knowledge

The findings substantiated a belief that the man on the street knew little or nothing about the architect's role, and even groups familiar with his work showed a surprising ignorance, often tinged with a vague dissatisfaction. It was clearly time for the architect to cease complaining that "nobody understands me" and to set about telling his story.

It was immediately apparent that the Stamford architects had first to educate themselves before attempt-

ing to educate others. Some misunderstanding of professional ethics had brought about a situation in which the average architect, when asked about the public, was likely to say, "Let them come and see me."

"We're not allowed to advertise, so the paper has no interest in us," was the usual answer to questions about the lack of local publicity. A visit to local editors proved that architectural stories were welcome, especially in these days of boom construction, but that not even a big city daily has enough reporters to dig up all its own news.

The survey urged an end to professional reticence, active participation in local activities, and a strengthening of the Association.

Planned publicity

The first "planned" publicity covered a dinner meeting, a story seldom released to the press in the past, which resulted in an invitation for one of the officers to speak before a service club.

A special Home Owners Edition of the local paper, to which the members through their counsel contributed photographs, renderings, models and floor plans, provided the next opportunity for Association activity. Included was a dignified advertisement by the Association stressing its wish "to be of service". Individual officers may not advertise, but an Association message of this kind is entirely acceptable.

Their dealings gave members some feeling for the press and its needs as well as providing the latter with a central information source on architectural and building matters. Even so simple a move as listing the Association in the telephone direc-

tory helped strengthen its place in the community.

Special exhibition

Last summer planning began on an exhibition with the theme, "Meet Your Architect". Besides a display of handwork, the show attempted to educate the public by presenting basic facts of the profession—its role, its practices, and the educational requirements for licensing.

Samples of the work of member firms, displayed by category rather than by office, filled the exhibition hall in the Stamford Museum for a month. Copies of an AIA pamphlet titled "You Need an Architect" were available near the entrance stamped with the name of the local association. Tie-in events were scheduled during the four-week period to achieve optimum publicity "mileage" consistent with the professional tone of the participants.

A press preview, complete with kits containing a release and photographs, attracted top architectural editors as well as the general press.

Besides the preview, a related event was scheduled for each week. Members addressed service clubs, group visits from school were arranged and as a climax, the Annual Dinner featured as guest of honor Edwin S. Burdell, president of The Cooper Union, a noted sociologist and honorary member of the AIA.

The dividends

Dividends appeared almost immediately when a local bank asked for certain of the exhibits for display

in its lobby. National headquarters and local chapters of AIA expressed interest and approval of the activity, and the public library invited a committee of Association members to evaluate its art collection.

Participation with the University of Connecticut in a series of panels for all segments of the building industry is under way. Members have also been asked to serve on community committees, once the exclusive area of other professional men.

The lesson, it seems to me, is that by properly capitalizing on public interest in design and building, the Association here has focused attention on the profession and the people in it. In one community, at least, architecture is less likely to be considered the shadowy and luxurious pursuit of the thwarted artist. By first recognizing the public's interest in his work, and then educating himself in telling his story within the limits of professional propriety, these architects are building a solid appreciation of their profession and its contributions to society.

Final results may best be measured in terms of future commissions, but already indications appear of a belated acceptance of the role of the architect and, specifically, of local architects in Stamford's continuing growth. To the architects themselves, country-wide, is slowly coming a realization that what they do is news and that they must take the initiative in telling about it, preferably through their professional associations. • •

Mr. Hough has been engaged in publishing at Macfadden's and Time and in the motion picture field at March of Time and Film Counselors, of which he was co-founder. After three years of free lance writing and public relations assignments, one of which he describes in this article, he joined Creole Petroleum Corporation in January of this year.



PENSION FUNDS ARE BIG BUSINESS

Pension funds have already become big business. No one knows for sure, but perhaps a good "guesstimate" is that the 27,000 qualified pension plans now in operation have total assets in excess of \$20 billion and that these assets are increasing at the rate of \$2.5 billion net per year. Half of these plans have been qualified in the past five years. It seems probable that labor and competitive pressures, as well as tax incentives, will assure further extensions of coverage and hence a continuing growth of reserves seeking investment. Projecting the trend over 20 or 30 years leads to the conclusion that pension funds are well on the road to becoming a major factor in the national economy.

—CHARLES E. HAINES
Journal of Commerce

NEWS IN VIEW . . .



The Celanese Corporation of America won the "Award of Merit" of the Research Institute of America for its communications program for employees which "simplified the introduction of Arnel, the new triacetate fiber." The Institute praised the Company for its efforts to provide maximum information about Arnel to its personnel and plant communities through letters to employees, fact sheets, technical demonstrations, news conferences, exhibits and other media. Pictured above, at the presentation, are (left to right) Emery Cleaves, vice president in charge of public relations; Edward R. Allan, vice president in charge of industrial relations; Harold Blancke, president of Celanese; and Hugh Smith of RIA.



Dr. F. Kenneth Brasted, former director of the Education Department of the National Association of Manufacturers, has been named president of the new University of Dallas. In his many years in education, Dr. Brasted has taught in Florida and New York high schools and universities. He established the speech department at Fordham University, was on the faculty of Iona College, and organized the department he directed at NAM.



The Publicity Club of New York celebrated its 15th anniversary in mid-June. Featured speaker at the anniversary luncheon was Leon Henderson (left), consulting economist and former OPA chief. Pictured with him are Mary E. Murphy of The Borden Company's public relations department, who was elected president of the Club; Donald C. Bolles, executive director, office of

public relations, The National Council of the Churches of Christ in the U.S.A., outgoing president; and two guests of honor—Kalman B. Druck, vice president, Carl Byoir & Associates, Inc., past president of PRSA's New York Chapter; and Milton Fairman, director of public relations for The Borden Company and also editor of the Public Relations JOURNAL.



Harold L. Curtis has been appointed to the newly-created post of vice president in charge of public relations for Shell Oil Company. The appointment is reported as the first time a major oil company has assigned a vice president exclusively to public relations.

NEWS SECTION

SEPTEMBER, 1955

8th National Public Relations Conference To Feature Distinguished Speakers and Panelists



The Ambassador Hotel on Wilshire Boulevard in Los Angeles will be headquarters for the first national public relations conference ever held on the West Coast.

The Eighth National Public Relations Conference, sponsored by the Public Relations Society of America, to be held in Los Angeles on November 14-16, will feature a distinguished list of speakers and panelists, according to Conference Chairman Edward F. Baumer, director of public relations, The Prudential Insurance Company of Amer-

ica (Western Home Office), Los Angeles. The Conference is open to all people with a public relations interest.

Some of the speakers who will discuss various public relations problems during the three-day sessions will include the following:

E. Smythe Gambrell, president of the American Bar Association; Jesse

Tapp, chairman of the board, Bank of America; Walt Disney, of movie fame and creator of Disneyland Park in Southern California; Major General Story Smith, commander of the Pacific Air Force and formerly director of public relations for the United States Air Force; Dr. E. Vincent Askey, Speaker, House of Delegates, American Medical Association; S. I. Hayakawa, world famous semanticist, and Dr. Frank Baxter, professor of English at the University of Southern California and the "Emmy"-winning star of "Shakespeare on TV" and "Now and Then."

"Speakers and panelists for the entire Conference will be announced later this month," Mr. Baumer said, "but this partial list should give PRSA members and others interested in attending the sessions a good idea of the caliber of our program."

Mr. Gambrell, Mr. Tapp and Dr. Askey will speak on "Public Relations in the Professions" and will be panelists on a round-table discussion of this question. Major General Smith will discuss community relations.

Mr. Hayakawa's and Dr. Baxter's topics will center on "The Rising Level of Education." Walt Disney will discuss "Public Relations in Entertainment."

More than 1,000 top public relations executives from throughout the United States and foreign countries are expected to be present when the Conference opens at the Ambassador Hotel. Theme of the sessions is "Public Relations Spotlight on America's Future."

"The Eighth National Conference is the first national public relations gathering to be held in the West, and from advance registrations already received, we believe it will be the largest and most successful meeting on public relations to date," Mr. Baumer said.

Third Hawaii Conference In Honolulu, Nov. 21-22

One hundred mainland public relations executives are expected in Honolulu for the Third Annual Hawaii Public Relations Conference, November 21 and 22. This will be a post-convention meeting to the 8th National Public Relations Conference, sponsored by the Public Relations Society of America, to be held in Los Angeles on November 14-16. Programs for the two meetings will be coordinated.

The first day of the Hawaii conference will be devoted to professional business and a briefing of public relations activities in the free areas of the Pacific. Invitations have been extended to representatives of the public relations profes-

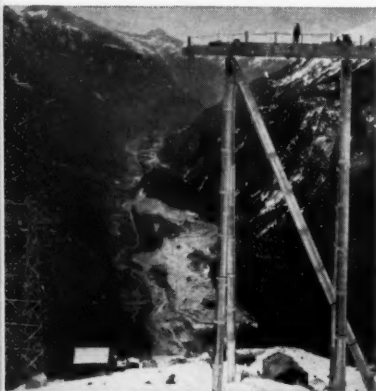
sion in Australia, the Philippines and Japan to meet with mainland and local personnel to discuss mutual problems.

A joint meeting of local businessmen and public relations professionals will occupy the second day. An attendance of some 200 is expected at the public sessions.

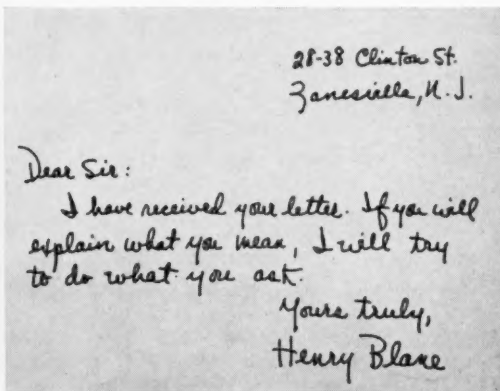
Headquarters of the Hawaii conference will be at the Princess Kaiulani hotel. Roy J. Leffingwell, director of public relations, Hawaiian Sugar Planters' Association, is general chairman of the local PRSA conference committee, and William A. Simonds, account representative, N. W. Ayer & Son, Inc., is vice chairman.



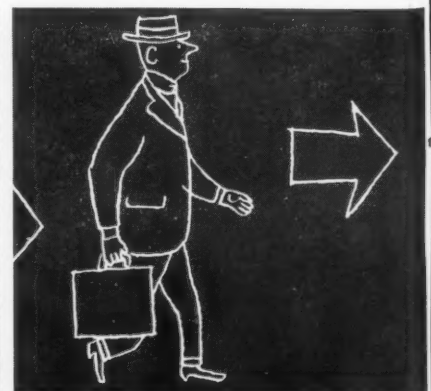
...750,000 businessmen find it in the pages



MORE ALUMINUM ON THE WAY . . . from Canada. With new refining facilities, Canada will soon ease aluminum shortage among hungry U. S. fabricators. See Page 54, *August Nation's Business*.



BE YOURSELF! Want to influence more customers in your letters? Write naturally and throw away your business grammar, says the New York Life Insurance Co. Read how on Page 35, *August Nation's Business*.



WANTED, 1,000,000 SALESMEN! Higher output isn't enough! To insure our booming economy, consumption has to grow with it. And salesmen are in critical supply. Starts on page 68, *August Nation's Business*.



Photograph courtesy of the Mosler Safe Company
world's largest builder of safes and bank vaults

es of Nation's Business

On the go . . . there is plenty of action in the modern executive's life.

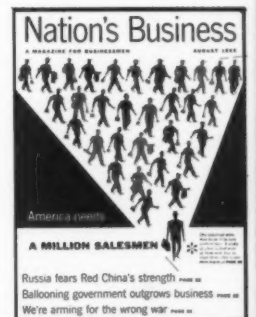
What makes an executive? How can he stand the pace of his exacting duties? In the June issue the editors of Nation's Business interpreted the problems of selecting, training and developing the right executives for top positions.

The response was active and enthusiastic. Socony Mobil Oil Co., Inc., Trico Products Corp., Parke-Davis & Co., National Industrial Conference Board, Koppers Co., Chicago Bridge & Iron Co., Brown & Bigelow and many others requested reprints . . . asked for permission to quote and use Nation's Business' authoritative research.

Nation's Business readers are operating

heads of their own businesses . . . community leaders whose opinions are heard and respected in Washington. Many members of the House of Representatives know most of the Nation's Business subscribers in their districts. Articulate, progressive and successful—these businessmen are active in church affairs . . . they serve on school and municipal governing boards . . . support business, charity, youth and fraternal activities.

When leading businessmen give their support to community, state and national projects—their voices are authoritative and influential. That is why business organizations advertise in Nation's Business when they want to inspire confidence and action among businessmen.



Washington • New York
Cleveland • Los Angeles
Chicago • San Francisco
Detroit

FIELD NEWS

CHICAGO CHAPTER

Don R. Cowell, public relations director of The Quaker Oats Company has been elected president of the Chicago Chapter of PRSA. He succeeds Scott Jones, partner in the public relations counseling firm, Gardner & Jones.



Don R. Cowell

Other officers elected to direct the 200 member Chapter are Samuel L. Austin, vice president of Bozell & Jacobs, Inc. (Illinois), vice president; Stewart S. Howe, vice president of the Illinois Institute of Technology, second vice president, and Dale O'Brien, president of Mayer & O'Brien, Inc., third vice president.

Manly S. Mumford, regional director of public relations of The Borden Company, will continue as treasurer of the organization, and Troy Knowles, Swift and Company, will become secretary.

DETROIT CHAPTER

A combination of interests, the desire to see a small town industry and the call to an afternoon of golf, prompted the Detroit Chapter to hold its June meeting at Adrian, sixty miles away. The Bridgeport Brass Company, operators of the U. S. Air Force aluminum plant in Adrian, arranged the program and participated as host. A. C. Hamaker, who heads his own public relations firm in Tecumseh, was chairman of arrangements for the Chapter.

The afternoon began with buffet lunch and inspection of the Bridgeport Aluminum plant. This was followed by an afternoon of sightseeing and golf at the Lenawee Country Club of Adrian.

After dinner, members of the Bridgeport organization presented a public relations case history. Robert Perry, director of personnel and public relations in the Adrian division; Al Leggot, director of labor relations; and Harold Dow, assistant to the president, told the story of the Bridgeport move to Adrian, and future possibilities within the company plans. Talks, color pictures, and songs were used in the presentation.

Don R. Cowell, Central District vice president of PRSA, made the trip from Chicago to attend the meeting.

Have you made your reservation for the 8th National Public Relations Conference? Don't miss this great opportunity!



MID-SOUTH CHAPTER: At its quarterly dinner program, June 24, held at the Hotel Marion, Little Rock, Ark., the Mid-South Chapter helped President C. Armitage Harper, vice president of the Democrat Printing and Lithographing Company, celebrate his 50th birthday. They surprised him with a cake filled with \$50 confederate bills. Pictured above are Shirley D. Smith, head of

his own public relations firm in Memphis, and PRSA's Southern District vice president; Mr. Harper; A. O. Putnam, public relations director of Layne & Bowler, Inc., Memphis; and Bob Wimberly, advertising and public relations manager, Arkansas Power & Light Company, Little Rock. Mr. Putnam and Mr. Wimberly were the program speakers.



Detroit Chapter members at The Bridgeport Brass Company: left to right—Paul Penfield, supervisor of advertising, The Detroit Edison Company; Edwin J. Smith, The Borden Company; William Hall, vice president, The Detroit Bank;

Joseph Waters, The Bridgeport Brass Company; Ambrose C. Hamaker, head of his own public relations firm, who was program chairman; and John Rose, associate director of public relations, Burroughs Corporation.



MINORITY DECISION

Business decisions of any consequence are made these days by a small group—the management men who formulate and guide corporate policy.

Their attitudes inevitably sift down into the lower echelons and are reflected in the decisions made there.

By influencing the top policy makers you can assure yourself of influencing all executives no matter what their titles.

TIDE, the marketing magazine for business management, already helps many advertisers influence the decision makers.

TIDE gets action from its management readers who depend on TIDE for guidance and information in helping create marketing programs—including advertising and public relations.

TIDE

232 MADISON AVENUE, NEW YORK 16, N. Y.

NEW YORK

CHICAGO

LOS ANGELES

SAN FRANCISCO

(Advertisement)

People . Programs . and Accounts



Walter T. Murphy



Fred Thompson

WALTER T. MURPHY, manager of the Public Relations Department, Tractor and Implement Division, Ford Motor Company, has been promoted to assistant general sales manager-advertising, sales promotion and training of the motor company's Farm Machinery Division. FRED THOMPSON, a member of the division since 1953, will take his place as manager of public relations for the unit.

A. L. ("Bill")

POWELL, has been named director of public relations for Pillsbury Mills, Inc., Minneapolis. Mr. Powell joined Pillsbury in 1949 and was named assistant director of public relations last February.



NEIL P. RUZIC has been appointed to the new position of publications editor in the Public Relations Department at Armour Research Foundation of Illinois Institute of Technology, Chicago. Mr. Ruzic joined the Foundation staff last year as a public relations associate.

ATHEL F. DENHAM, president of Denham & Company, Inc., Detroit industrial advertising and public relations firm, represented the International Atomic Exposition at the UN's "Atoms-for-Peace" conference, held in Switzerland in August.

MARVIN E. HOLDERNESS, JR. and FRANKLIN E. SCHAFER have been elected vice presidents of Doremus & Company, New York, advertising and public relations firm. Both have been account executives with the firm since 1949.

HOWARD T. BEAVER, president of Beaver Associates, Inc., Chicago fund-raising consultants, has been elected president of the American Association of Fund-Raising Council.

GRETA MURPHY, director of public relations for the Milwaukee School of Engineering, has been named to the board of directors of the American College Public Relations Association. She will be a representative from District VI of the association, which includes Wisconsin, Ohio, Kentucky, Indiana, Illinois and Michigan.

JOSEPH S. ROSAPEPE, account executive with Dudley-Anderson-Yutzy, New York public relations counsel, presented a paper at the 75th Annual Convention of the American Water Works Association in Chicago, June 16. His topic: "Getting Your Customers on Your Team through Public Relations."

MOVES

GENE L. COON, former CBS news editor and operator of his own TV news-film company, has joined Burns W. Lee-Patrick O'Rourke, Inc., as radio and TV publicity manager. HELEN R. SKARE, for five years a metropolitan newspaper reporter in Salt Lake City and on the staffs of the Los Angeles Herald & Express and the Los Angeles Daily News, has joined the public relations firm's writing staff.

GEORGE B. PARK, manager of advertising and sales promotion services for General Electric, has joined McCann-Erickson, New York, as vice president and senior marketing executive.

TOM U. ENGELMAN, former public relations manager for Solar Aircraft Company, has joined the Public Relations Department of N. W. Ayer & Son, Inc., with assignment in the firm's Hollywood office. He will coordinate West Coast news bureau activities for Plymouth Motor Corporation.

RUTH APPLEMAN, graduate home economist with a public relations background, has joined the staff of Harshe-Rotman, Inc., Chicago and New York public relations firm.

HERBERT H. ROZOFF, who recently served as an aide to Governor Walter J. Kohler of Wisconsin, has joined the editorial staff of Daniel J. Edelman and Associates, Chicago and New York public relations firm.

PAUL D. NEWLAND, who has recently returned from Europe where he served for three years as a civilian in public relations for Headquarters U. S. Army, Europe, has been named assistant director of public relations for the Hamilton Watch Company, Lancaster, Pa.

HILL AND KNOWLTON PTY., LTD., Australian subsidiary of Hill and Knowlton, Inc., New York, has moved to new and larger quarters at 752 George Street, Sydney, New South Wales.

HOLLAND ESTILL, formerly campaign director of the United Hospital Fund, has announced the formation of his own firm, Holland Estill and Associates, New York.

ERVA JEAN VOSBURGH, home economist and former associate editor in the food department of Good Housekeeping Magazine, has joined the staff of Verne Burnett Associates, New York public relations firm.

Witherspoon & Ridings, Inc., Fort Worth and Dallas public relations firm, announce a change in name to WITHERSPOON & ASSOCIATES, INCORPORATED.

GERARD D. LE DONNE, former assistant public relations director for the American Meat Institute in Chicago, and JOHN F. VARICK, for eight years editor and newsman with the Milwaukee Bureau of the Associated Press, have joined the staff of Barkin, Herman and Associates, Milwaukee public relations counsel.

JOHN L. CUTTER, White House correspondent and veteran member of the United Press staff in Washington, D.C., has been named public relations director for the Chevrolet Motor Division of General Motors Corporation.

The International Headquarters of the NATIONAL INDUSTRIAL ADVERTISERS ASSOCIATION has moved to larger quarters at 271 Madison Avenue, New York.

ARTHUR A. LYNCH has joined the firm of Brown and Maher, New York and the name of the firm has been changed to BROWN, LYNCH AND MAHER.

ANNE B. LARSEN, former director of public relations for Monroe F. Dreher, has been appointed vice president of Press Release, Inc., New York public relations firm.

PUGH MOORE, former chief of Associated Press operations in Low Countries of Europe and since World War II an executive and editor in AP's New York headquarters, has been appointed director of public relations of the National Association of Life Underwriters.

HARRY O. CLAYBERGER, former copywriter and account executive at Earle A. Buckley and Box and McKenzie in Philadelphia, has joined John T. Hall and Company as a copywriter.

GARTH MCLoad, formerly news editor for Design News, has joined the Public Relations Branch of The Carborundum Company. He will supervise Carborundum's technical article program and conduct editorial cooperation between the Company and the industrial and technical press.

JACK DELANEY, formerly director of merchandising for the "Mrs. America" Homemaking Promotion, has organized his own company, Jack Delaney Associates, New York.

WILLIAM E. HAWKINS, Chicago newspaperman, has joined the public relations division of the Elgin National Watch Company.

THOMAS M. FORISTALL ASSOCIATES announce the removal of their New York offices to Grand Central Terminal Building. The firm has branches in Boston, Tulsa, and Los Angeles.

ACCOUNTS

WALTER-JACQUES ASSOCIATES, Detroit, has been appointed public relations counsel by L. A. Young Spring & Wire Corporation.

ANDERSON & CAIRNS, INC., New York, has been retained by Wynn Oil Products, Inc., Mineola, L.I., distributors of auto maintenance products.

RUDER & FINN ASSOCIATES, New York public relations counsel, has been retained by Antoine de Paris.

MELVA CHESROWN, INC., New York public relations counsel, has been retained by Antoine de Paris.

THE CAIN ORGANIZATION, INC., Dallas-Fort Worth public relations firm, has been retained by Southern Geophysical Company, Fort Worth, national seismic oil surveyors.

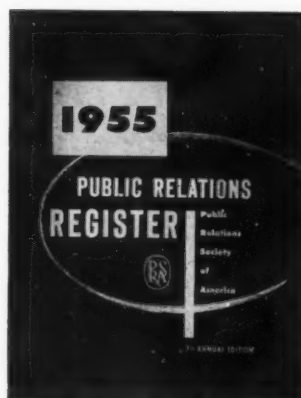
TED COX AND ASSOCIATES, Chicago, has been retained to conduct a public relations program for DITTO, Incorporated, manufacturer of office duplicating machines and supplies.



Milton Fairman, director of public relations for The Borden Company, has been named chairman of a newly-formed Public Relations Committee for the Citizens Committee for the Hoover Report. Members of the committee will include corporate public relations executives and consultants throughout the country. They will work in their respective organizations and communities for better public understanding of the recommendations of the bipartisan Commission on Organization of the Executive Branch of the Government headed by former President Herbert Hoover.

SELVAGE & LEE, New York, Chicago and Washington public relations consultants, have been retained by Libby, McNeill and Libby, Chicago.

NOW AVAILABLE---The Public Relations Register



- Now available in its 7th annual edition, with hard bound covers, and easy index format.
- Lists the 2,000 leading public relations executives throughout the U. S. and 11 foreign countries.
- Cross-referenced by alphabetical, geographical and organizational sections.
- The only authoritative listing of the public relations field.

Price \$25.00*

(Special rate available for libraries and public service institutions)

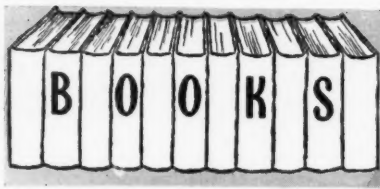
The 1955 Public Relations Register

2 West 46 Street

Room 706

New York 36, N. Y.

*plus NYC tax where applicable



HUMAN RELATIONS IN SMALL INDUSTRY

By John Perry, McGraw-Hill Book Company, New York, 1955, 313 pp., \$5.50.

*Reviewed by Milton Fairman,
Director of Public Relations,
The Borden Company*

Few fields attract business men as much as human relations. To many it appears as the panacea for their "people" troubles. Practiced on the boss, it is seen as the key to the Executive Suite. And worked on the help, with an occasional back-slap and controlled fraternization at the Christmas party, it is trusted to insure the eager cooperation and admiration of all the boys down the line. Human relations of this kind is not hard to learn (20 Easy Lessons—Money Back Guarantee) and the man who is naive enough to accept this approach is rarely sensitive enough to detect its failure.

Competing with this hokum, the valid worker in human relations faces obstacles. His principles include give as well as take, and his objective is cooperation and not manipulation. Compared with the heady elixirs of "How to Win Friends, etc." these are bitter pills. Yet they are the only sound approach to modern human relations, and winning their acceptance is a challenge to the legitimate human relations specialist.

John Perry has met his challenge in his book. It is a comprehensive text covering the everyday relationships with employees. It covers such broad problems as that of building group feeling within the Company, and such detailed ones as the organization of meetings, the handling of communications, the use of a psychiatrist in personnel work.

It is a practical book. Principles are set forth briefly, firmly and with great common sense. Literally hundreds of everyday business situa-

tions are covered, and there is a competent index to bring them quickly to the hurried executive's attention.

And it is a finely-written book—not in the usual sense—but because it is written to the needs of its audience. The writing is direct, spare, lucid, persuasive. The book uses specific illustrations—brief case histories employing the successful presentation employed by Perry and Robert Ware Straus in their excellent "A Story of Executive Relationships" (Harvard Business Review, March, 1952).

"Human Relations in Small Industry" should interest executives in large business as well. Most of the problems it covers are common to all organizations. And it should be within handy reach of the public relations worker. While some of the material may be old hat to him, much of it is not, and all of it—because of Perry's expert handling—may be helpful in presenting ideas to his clients or company co-workers.

PUBLICITY IN ACTION

By Herbert M. Baus, Harper & Brothers, New York, 1954, 335 pp.

*Reviewed by John E. Fields,
Vice President in Charge of Development,
University of Southern California,
Los Angeles, California*

About half way through this book you begin to wonder whether you are not really reading a condensed filing cabinet! In fact, if all the items in this volume were arranged alphabetically it might appropriately contain the word "encyclopedic" somewhere in the title.

This is the third volume on public relations and its fields that Mr. Baus has done for Harpers. From this vantage point, he has queried public relations people all over the country and gathered first hand accounts of their special problems and achievements and has culled from print (particularly the Public Relations JOURNAL), a substantial number of case studies, anecdotes, and the like. The sum total, classified and refined by Mr. Baus, is highly informative, even though the change of subject from chapter to chapter sometimes leaves the reader hanging breathlessly on the ropes!

In his foreword Mr. Baus states that the volume started to be a revision of his first book (1942), but

ended up superceding it as a brand new text. Whereas Mr. Baus in 1942 concerned himself largely with the common garden variety of publicity, this volume goes "post-graduate" with such items as slide films, outdoor billboards, and *paid space in newspapers*. This may cause some raised eyebrows, but it is calculated to bring about some raised sights as well. Mr. Baus conditions the reader for this tack when he defines publicity as the "umbrella term which in its meaning covers all the techniques employed to get a story across to the public."

Under this umbrella the author discusses a thousand or more such techniques, ranging from bumper strips and milk-bottle collars to comic books and government pressure groups, from meter slugs and flip charts to TV newsreels and window displays. Some of the most interesting sections relate to word-of-mouth publicity, the use of rumors, and the setting up of volunteer organizations. While these are particularly familiar to Mr. Baus, who is a partner in a political-campaign organization (as well as a business and industry counsel), they may seem a little shocking to the average reader until he relates them to his own situation, whereupon they become quite normal!

Anticipating that "Publicity in Action" will undoubtedly be used as a college text, Mr. Baus has a chapter in which he ponders publicity as a career, and spells out the cloudy as well as the bright sides. One of the prerequisites, he says, is physical stamina; few would disagree! But Mr. Baus' book cannot be considered as a beginner's catechism—it is much more. As William Freeman stated in his lengthy New York Times review of "Publicity in Action":

"... quite aside from serving as a primer for newcomers in the field as well as those contemplating entering it, should be read by persons who use the product, who buy it and those who find a foot-high stack of it on their desks."

The Wilson H. Lee Company
Division of the
Hughes Corporation

official printers of
The Public Relations Journal

AIA to Permit Member Photographs In Advertising

Members of the American Institute of Architects now have the permission of their national organization to comply with requests of manufacturers who wish to use portraits of architects in their advertising.

As a result of action taken at the A.I.A. national convention in Minneapolis, the Institute will permit the use of members' portraits in advertising by manufacturers, in situations and commercial firms, so long as that advertising is in good taste and works toward the advancement of the profession of architecture.

The resolution passed by the A.I.A. Convention states:

"RESOLVED, that the use of the portrait of an architect in connection with advertising material published by factors of the building industry will be permitted, provided the manner of its use is dignified, neither exaggerated nor misleading, and will be of benefit to the profession or the Institute and that it is not accompanied by any statement by the architect which could be construed as an endorsement of a product or use, and provided the proposed use has been submitted to the Public Relations Committee and has been approved by it prior to its use."

Requests for permission to use portraits in large-scale national advertising programs will first be channeled through the Octagon, national A.I.A. headquarters in Washington, D.C.

Use of architects' portraits in advertising by local firms will be approved by the A.I.A. Chapter in the area involved.

Chairman of the A.I.A. Public Relations Committee is John Well-born Root, F.A.I.A. of Chicago. Public relations counsel is Ketchum, Inc., of Pittsburgh. The account is supervised by Walter Megronigle, manager of the Public Relations Division of Ketchum, Inc.

Statler Scholarship at Cornell

A gift of \$100,000 for the establishment of a permanent scholarship fund has been granted to Cornell University by the Statler Foundation. The grant will provide four Ellsworth Milton Statler Scholarships annually to the University's School of Hotel Administration in memory of the hotel pioneer.

House Magazines Contribute To Public Service

The nation's house magazines contributed the equivalent of \$720,000 in space, if sold at regular advertising rates, to public interest campaigns conducted by The Advertising Council during the 12-month period ended March 1, 1955, according to the Council's 13th annual report.

The Council is a private, non-profit public service advertising organization supported by house magazines and other media, by American business firms, and by

advertising agencies. Its purpose is to promote the use of advertising in the solution of such non-partisan national problems as traffic accidents, forest fires, school conditions, nursing shortages, etc.

House magazines are represented in the Council organization by a House Magazine Advisory Committee, headed by K. C. Pratt, president of his own firm and editor of Stet Magazine, and composed of 46 editors from various parts of the country.

*If It Is Important For You To Keep Up With The Dynamic
Field Of Public Relations — You Cannot Afford To
Miss A Single Issue*

Subscribe now
to the

Public Relations Journal

- first and only monthly publication edited exclusively for the field
- articles contributed by outstanding members of the profession
- news of significant developments in the field . . . book reviews . . . changes and additions in people, programs and accounts . . . special feature sections

Fill Out the Form Below and Mail it Today

Public Relations Journal

2 West 46 St., New York 36

Please enter my subscription at \$7.50 per year (8.50 foreign) for ☐ 1 year

☐ 2 years ☐ 3 years.

☐ check enclosed

☐ bill me

☐ bill firm

Name Title

Firm

Street

City Zone State

SOCONY MOBIL SPONSORS CHAIR AT CORNELL

A teaching professorship in chemical engineering, believed to be the first industrially-sponsored university chair specifically limited to undergraduate instruction, has been established at Cornell University with funds given by Socony Mobil Oil Company, Inc.

A nationally recognized chemical engineer, between the ages of 35 and 45 and with strong industrial experience, will be sought to fill the chair, which will be created in Cornell's School of Chemical and Metallurgical Engineering.

In accordance with the agreement between the university and Socony Mobil, the professor will be encouraged to consult with industries served by chemical engineers. This is intended to help keep his teaching in close relationship to industrial problems and trends.

Socony Mobil will give \$60,000 to underwrite the professorship for an initial five-year period. In addition to the professor's salary, the fund will cover travel and other expense related to the chair.

"We believe the new chair provided for by Socony Mobil will be unique not only because of the emphasis on undergraduate teaching," said Deane W. Malott, president of Cornell, "but also because of the provision for filling it with a chemical engineer who will share strong practical experience with his students. The provisions for the

teacher's continuing consultation with industry should enhance the possibilities of this interesting venture in engineering education."

The professor will teach in the five-year undergraduate program in chemical engineering, a pioneer program which led to the conversion of all Cornell undergraduate engineering education to a five-year basis in 1946. The extra year is designed to give students general background which cannot be fitted into a conventional four-year course.

AMA Announces Fall Seminar Schedule

Some 5,000 business executives are expected to trade experience and ideas at American Management Association seminars during 1955-56 in more than 350 small-group meetings between September, 1955 and June, 1956.

The complete fall schedule, comprising more than 160 seminar groups for discussion of more than 100 different topics between now and the end of January, has just been published. The spring series will be announced early in 1956.

Most of the fall and winter seminars will be held at AMA's Management Center in New York; the others will be at the Palmer House in Chicago and at the Hotel Carter in Cleveland.

To Explore Financial Problems Of Women's Colleges

The appointment of Katharine McBride, president of Bryn Mawr College, as chairman of an advisory committee to explore the special financial problems of the women's colleges has been announced by Wilson Compton, president of the Council for Financial Aid to Education, Inc. He said the committee will seek suggestions and information to help the women's colleges obtain access to additional sources of support.

Other members of the committee, all presidents of women's colleges, include Rosemary Park, Connecticut College, New London, Conn.; William F. Quillian, Jr., Randolph-Macon Woman's College, Lynchburg, Va.; Sister Mary Timothea, Rosary College, River Forest, Ill.; and Lynn T. White, Jr., Mills College, Oakland, Calif.

Medical Documentary

The National Fund for Medical Education has produced its first documentary film, "Danger at the Source," according to S. Sloan Colt, president.

Prepared as a public service by Fox Movietone, the 13½ minute film tells the story of medical education in America. Filmed in medical schools and teaching hospitals, supervised by leading medical educators, it highlights the glories and hard work of the American brand of medical teaching that has made our nation the healthiest in the world.

California...here we come!*

8th National Public Relations Conference, Ambassador Hotel, Los Angeles, November 14-16, 1955 — with special events immediately following in San Francisco and Honolulu.

**Advance registrations for the conference have broken all records! This will be one of the nation's largest public relations meetings.*

Research Organization Develops New Program To Evaluate Employees

A new program for evaluating employees, based on what employees do rather than on subjective supervisory opinions, has just become available from Science Research Associates, publishers of personnel materials and psychological tests.

"The Performance Record" uses a new approach to evaluation—the "critical incident" method, according to the announcement by Lyle M. Spencer, president. It was constructed, after many years of research with hourly, salaried, and supervisory personnel in industry, by Dr. John C. Flanagan, director of research, and Dr. Robert D. Miller, program director, both at the American Institute for Research in Pittsburgh.

A booklet, "Your Performance on the Record," explains the program to employees. Handbooks tell supervisors how to maintain and use the system effectively, and an "Administrator's Manual" gives a comprehensive overview to the administrator of the program.

Special services are available to companies in installing the "Performance Record" and in training supervisors to use it. For further information, write the Consulting Division, Science Research Associates, 57 West Grand Avenue, Chicago 10.

YPO Names Ruder Head Of Program Committee

The Young Presidents' Organization has appointed William Ruder, president of Ruder & Finn Associates of New York, as chairman of the Program Committee for its sixth annual School for Presidents to be held in April, 1956. Mr. Ruder helped arrange seminars for the school held this year at Phoenix, Arizona. He is the only YPO member heading a public relations firm.

The national group now numbers 850 members, all of whom became top executives by 39 of corporations with a minimum of \$1,000,000 a year in annual sales. The organization is primarily concerned with helping its members improve themselves as business managers. Another objective is to seek to maintain and improve the free private capitalistic system.

It is the only group in the world made up exclusively of corporation presidents.

Information Service Established In Hearing Aid Field

A national information service for editors, reporters, freelance writers and the general public has been established by Radioear Corp., said to be the oldest company in the field of electronic hearing aids. The new service replaces the former Public Information Center of the American Hearing Aid Association.

Army Establishes New Information Service

The Department of the Army, Washington, D. C., has recently established an Organizations Branch in the Office of the Chief of Information and Education which has as one of its primary objectives the establishing of friendly and continuing liaison with trade associations and other groups.

The new branch will provide upon request:

1. Information on Army objectives to officials and editors of publications.

2. Assistance in procuring literature, regulations, directives and other information.

3. Assistance in arranging for Army speakers for conventions and other important meetings.

4. In addition, members of the branch, upon invitation from the organization, will be available for participation in meetings and conventions.

Republic National Sponsors Scholarship

The Republic National Bank of Dallas will sponsor an annual scholarship enabling a Dallas policeman each year to attend the Traffic Institute at Northwestern University. It will cover tuition for the nine-month course.

The Institute is operated by the International Association of Chiefs of Police.

To a national public relations conference set in one of the world's most vital areas of economic expansion and community development—where public relations aspects of today's living will be studied at dramatic close range.

FIELD TRIPS . . . CASE HISTORIES . . . PUBLIC RELATIONS ASPECTS OF AUTOMATION AND ATOMIC APPLICATION IN INDUSTRY . . . THE BUSINESS-EDUCATION PARTNERSHIP . . . PLUS THE WORLD PREMIERE OF A NEW FILM OF INTEREST TO EVERYONE IN COMMUNICATIONS.

All persons with a public relations interest are invited. Complete registration \$50.00. Write to Public Relations Society of America, 2 West 46 Street, New York 36.

Match your modern methods,
your modern facilities...
with this MODERN lectern



The HI-LO ADJUSTABLE LECTERN

The ideal lectern for
every auditorium
and meeting room

● The installation of this electrically operated, adjustable lectern in your auditorium or meeting room will reflect the prestige for which you want to be known. If you're proud of your auditorium, you'll take real pride in the Hi-Lo Lectern!

Quiet, dependable and foolproof in operation. Push-button control. Accommodates users of any height. Prices from \$440. Write for literature, specifications.

DETROIT LECTERN CO., INC.
13336 Kercheval Ave.
Detroit 15, Mich.

PRESS CLIPPINGS

News items, editorials, advertisements

Promptly

from daily and weekly newspapers, from magazines and trade papers as specified.



PRESS CLIPPING BUREAU
Barclay 7-5371
165 Church Street New York 7, N. Y.

will provide you with a record of your results from promotions and releases.

For Future Reference

Handsome loose leaf scrapbooks; rubber cement; plastic laminating if desired.

BURRELLE'S
PRESS CLIPPING BUREAU
165 Church Street • New York 7, N. Y.

Herbert V. GELLENDRE and Vincent Y. BOWDITCH
Specialists
In Theatrical Showmanship
39 W. 67th St., N. Y. TR-3-8520
PLANNED and STAGED
1954 PRSA Conference, New York

PR Service Guide . . .

BOOKLET ON LOW COST BUSINESS FILMS



The outgrowth of a research project in the field of commercial motion pictures is a new booklet giving pertinent information on various phases of the making of business films. A compilation of useful and informative production and distribution data, the purpose of the booklet, according to the publisher, is to advise executives outside the motion picture industry how they can have a business film made at a fraction of normal production costs. Written in non-technical terms. **SG-125**

OFFICE WORKERS MANUAL

A bureau of business practice has published an office workers manual designed to prevent or correct the everyday office work frictions found in the clerical force. The over-all effect of the manual, according to the bureau, is to boost the employee's sense of responsibility and show him how to gain a broader grasp of his job . . . how to take pride in a job well done and how to find a new source of self-satisfaction in striving for better than average performance. **SG-126**

LATEST MANUALS on EMPLOYEE SERVICES

Write for your copies now!

- How to Run a Successful Children's Christmas Party—free
- Complete Picnic Manual—50¢ each
- General Catalogue "Items & Ideas for all Events"—free

ORGANIZATION SERVICES, INC.
10200 Grand River Ave., Detroit 4, Mich.
Webster 3-9219

For information as to source of any equipment or service listed in this section write to **SERVICE GUIDE**, Public Relations Journal, 2 West 46 Street, New York 36. Indicate item or items in which you are interested by referring to guide number.

PR SHOWMANSHIP WITH PORTABLE STAGES

A Chicago company has developed a new series of portable stages that can be carried in a taxi, yet when set up, have, they say, the elaborate showmanship usually associated only with expensive custom installations. The stages range in design from modern facades carrying messages and symbol to a complete treatment of side curtains, wings, and valance, with supplementary lighting. There is no size limitation. Formed of lightweight structural aluminum tubing. Can be adjusted to meet variations in room sizes. **SG-127**

INVISIBLE FINGERS TYPE LETTERS AUTOMATICALLY

Now you can have individually typed letters the automatic way. Auto-typist, according to its manufacturer, cuts correspondence costs by eliminating dictation on routine correspondence . . . lets one average typist turn out as many as 500 to 600 letters per day . . . by using any selection from 100 or more form paragraphs in any order or sequence . . . for as little as 4¢ each. Used by manufacturers, banks, insurance companies, schools, organizations, publishers, etc. **SG-128**

XEROGRAPHY CAN SAVE YOU TIME AND MONEY

To show how clearly legible financial reports can be produced rapidly and economically, a Rochester, New York firm has prepared a case history brochure on the use of xerography by one of the nation's leading electrical firms. The brochure illustrates and describes the company's new method of progressive report writing for the accounting department . . . shows how costs have been reduced 50% and duplicating time cut 30%. **SG-129**

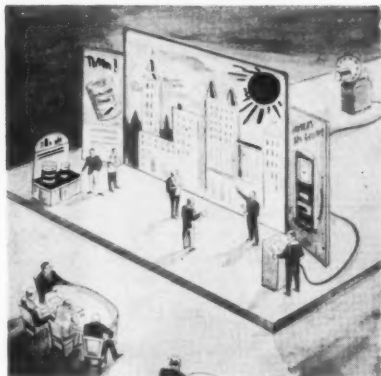
VAZ DIAS INTERNATIONAL, INC. World-Wide Press Relations



New York-Amsterdam (Holland)
"A by-word for news
for half a century"
157 Chambers St., New York 7, N. Y.
Olghy 9-2287

PR Service Guide . . .

GIANT PICTURES BY REMOTE CONTROL



This 3,000 watt remote control slide projector features a giant image on a translucent screen projected by rear projection. No operator required according to the maker—lecturer pushes a button to change to the next slide. Images up to 16 ft. One hundred slides can be projected continuously. **SG-130**

MICROPHONE DESIGNED FOR INDUSTRIAL USE

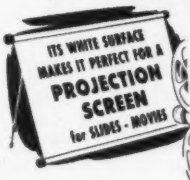
A new microphone, designed for use with communication and automation systems for industry, is said by the manufacturer to be particularly suited to all applications where the level of ambient noise is a factor and where dust or moisture is prevalent. Other features include a snap-action switch, large eyelet for ease of hanging, and a thick high-impact-resistant bakelite shell. Designed to fit the hand comfortably. Various switches numbers of conductors, wiring patterns and plugs available. **SG-131**

WALKIE-RECORDALL AIDS CONFERENCE RECORDING

The Walkie-Recordall is an 8-lb. self-powered battery recorder with a sensitivity range of a 60 ft. radius. Continuous up to four hours, fully automatic. Automatic equalization of near-by and distant voices overcomes the obstacles of conference recording. Voice activated "self-start-stop" eliminates supervision. No connecting to electric socket. Manufacturer claims it is ideal for interviews, conferences, lectures, case histories, market research, agreements, library reports, two-way telephone conversations, dictation — while walking, riding, flying . . . anywhere. **SG-132**

NEW VISUAL AID— FLANNELBOARD-BLACKBOARD

IT'S A FLANNELBOARD



From Utah comes a new visual aid—a combination flannelboard-blackboard that rolls up. The flannelboard side is white flannel on which showcard signs backed with suedepaper or sandpaper can be applied. Its white surface can also be used as a projection screen for slides and movies. Laminated to the other side is a black surface which is useful for chalk talks. Lightweight, portable, with rubber-tipped easel. **SG-133**

ALL STEEL SAFETY CHEST HAS BUILT IN ALARM



Keep important papers and documents safe from burglars when your office is closed for the night or weekend in this all-steel safety chest with the built-in burglar alarm. It is fire resistant and guaranteed for 20 years. The slightest touch sets off the alarm, and it keeps ringing—for five hours. Only the person who carries its individually-designed key can shut it off. Carries a \$1,000 insurance policy protecting the contents against burglary for one year from date of purchase. Insured by Lloyds of London. **SG-134**

First in a Series



C. KING WOODBRIDGE
Chairman of the Board
Dictaphone Corp.

LIKE MOST

"Newsworthy"

BUSINESS

EXECUTIVES

MR. WOODBRIDGE'S

LATEST

BUSINESS

PORTRAIT

IS BY . . .

Jean Raeburn

Photographers to the Business Executive
565 Fifth Avenue, New York 17—PL 3-1882



PRICE ONLY 6c EACH
in 500 lots. 1,000 lots 5c each. Add 1c each for 2 color Printing. 3x3 inches in size. Just send copy wanted. We are glad to send you **FREE SAMPLES**. This is the same badge that was used at the 7th Annual National PR Conference. Order direct-from-factory and **SAVE MONEY**.

JACK-BILT CORPORATION
FRANK D. JACKSON, President
906 Central St. • Kansas City 6, Mo.

EXCLUSIVE, NATIONAL GRASS ROOTS COVERAGE
thru
three regional offices
under one ownership

LUCE PRESS CLIPPING BUREAU

157 Chambers St., NYC 7—BARclay 7-2096
104 W. Linwood Blvd. 715 Harrison Street
Kansas City, Mo. Topeka, Kansas
Write or Phone for Details

THE WORKING PRESS OF THE NATION
... For a more effective
Public Relations Program.

The 1955 edition of this important directory with its new companion volume offers the most comprehensive compilation of key personnel on the nation's systems of communication ever published.

Write for Details
The National Research Bureau, Inc.
415 North Dearborn Street
Chicago 10, Illinois

SMART GUYS DON'T TAKE CHANCES

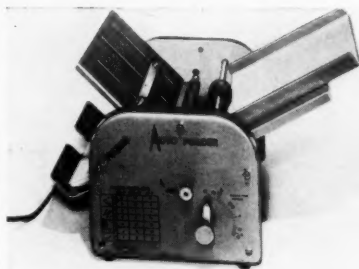
• They make sure they know what's going on. More and more of them (over 1,000 clients, now) use Bacon's Clipping Bureau to get all pertinent information published about their business (from our reading list of 3,058 business, farm, and consumer journals). Any subject you want, such as company mention, competitive ads, competitive publicity, and research material. Ad managers, agencies, publicity and public relations men, and researchers use our service to keep up-to-date. Send now for Bulletin No. 55, "Magazine Clippings Aid Business".

BACON'S 1955 PUBLICITY CHECKER
Everyone who sends out publicity should have one. Lists our 3,058 publications, each coded to show publicity used. Spiral bound, fabricoid, 236 pages, 6 1/4 x 9 1/2", \$15.00. Sent on approval.

BACON'S CLIPPING BUREAU
343 S. Dearborn Street • Chicago 4, Illinois
Established 1922

PR Service Guide . . .

PORTABLE FOLDER SAVES WORK AND TIME



Designed to eliminate costly and tedious hand-folding operations, this new machine is little larger than a standard typewriter and can be easily carried to any part of the office. According to the manufacturer, it is capable of producing the seven basic and most used business folds at a rate of more than 7000 pieces per hour and will handle stock up to 9 1/2" x 14". Electric or hand-operated models available. Suitable for releases, reports, memos, statements, bulletins, notices, regular correspondence, etc. **SG-135**

COUNTER-SIZE SPECTACULARS



Newest wrinkle in display signs, says this West Coast black light company, is a counter-size spectacular with a quick-change feature which makes it easy to repeat a message again and again by using a series of fluorescent black light miniature billboards in the same durable fixture. Equipped with a flasher which provides alternating periods of white and black light for animated effects. Lightweight. **SG-136**

ALL-PURPOSE, FLAME-RETARD-ED BACKGROUND SETTING

After exhaustive research, this manufacturer claims to have perfected a flame-retarded corrugated material for use as an all-purpose background setting. Brochure describing this versatile, low-cost light weight portable background setting designed for sales meetings, conventions and exhibits available on request. **SG-137**

NEW CATALOG LISTS OVER 1,000 FILMS

More than 1,000 16mm sound motion pictures, available for showings by community organizations, are described in a new 56-page catalog, "Selected Motion Pictures," published by a national film distributor. Almost 200 of the films are available on a free-loan basis to schools, industrial plants, clubs, churches and other organizations as a public service of leading industries, associations and foundations. The others are furnished on a rental basis. **SG-138**

INDEXED CARD FILE



A New York firm has announced the introduction of an indexed calling card case, the "Secretariat," for preserving those valuable bits of pasteboard which so frequently become lost in the recesses of a big desk drawer. Primarily designed as a gift item, with trademark or other design gold-stamped on the under side of the cover, it is now available for general office use. Holds up to 500 cards. Simulated leather, gold tooled. **SG-139**

A TREASURE CHEST OF INSPIRATIONAL IDEAS

Executives who create bulletins, house magazines, sales contests, training programs, incentive campaigns, dealer promotions, etc. may find this Do-It-Yourself Workchest a valuable aid. Over 2,500 cartoons plus copy and ideas—all original drawings—not a clipping service. The company also carries a large stock of two-color flash bulletins, each with an inspirational heading and an attention-getting illustration around which to build your message. Plus a stock of jumbo self-mailer flash cards, illustrated in two colors. **SG-140**



Judging one of the 56 entries in the 1955 Annual Blue Cross and Blue Shield public relations awards contest are (left to right): Scott Jones, partner, Gardner & Jones; John McGehee, public relations director, Kiwanis International; and Joan M. Wilcox, assistant public relations director, Encyclopaedia Britannica, Inc., all of Chicago. The Philadelphia Blue Cross Plan won the grand award for general programs of Plans with memberships totalling more than 500,000 people. Other Plans winning general program awards were Allentown, Pa., for Plans with memberships between 200,000 and 500,000, and Phoenix, Ariz., for Plans representing enrollments under 200,000. Awards were presented during a Blue Cross and Blue Shield Public Relations and Enrollment Conference, held July 20-22 at Chicago's Drake Hotel.

Who's Who Citations For Educational Philanthropy

A plan to award citations for outstanding gifts by business organizations to American educational institutions has been announced by the editors of "Who's Who in America." Called the "Who's Who Citations for Corporate Educational Philanthropy," formal announcement of them is being made in the new edition of "Who's Who in Commerce and Industry," the biographical reference dictionary for business.

The first citations will be awarded next February in conjunction with the publication of the new edition of "Who's Who in America."

The Who's Who editors will welcome recommendations of corporate gifts deemed worthy of special recognition through the citations. Businessmen, educators, and all others interested are requested to send their recommendations, with supporting data, to the Educational Department, Marquis-Who's Who, Inc., Marquis Publications Building, Chicago 11.

Business Is Major Source of Aid For Higher Education, Say Hill and Ayres

With U. S. colleges and universities in desperate need of financial help, American business is the only major source of aid left to higher education short of out-and-out federal support, and business is responding to the challenge in increasing measure, according to the lead article in the July 30 issue of *The Saturday Review*.

The authors of the article, John W. Hill, chairman of the board, and Albert L. Ayres, educational director of Hill & Knowlton, Inc., public relations counsel to many leading industries, report the results of a comprehensive survey of the present financial cooperation between our major corporations and many private colleges and universities. Industry's total contribution, last estimated at \$70 million annually in 1953, will reach new highs this year, they point out.

While corporate giving has raised the question of possible hurt to the principle of academic freedom, say the authors, the trend to unrestricted gifts indicates that the business community fully respects that principle and has no desire to attach hampering strings to their support. Additionally, corporate giving increasingly recognizes the importance of the liberal arts as well as the sciences, though the emphasis in the past has been on the latter because of industry's obvious in-

terest in technical skills.

There is, of course, a degree of self-interest, too, since industry must rely on the colleges for trained personnel and new ideas. Furthermore, educated people on the whole call for a higher standard of living, and hence, help to create better markets for products.

"While the plans for corporate support to education vary decidedly," they point out, "stipulations on most of the new plans reflect an understanding of the critical needs of the colleges." In short, the era of donating superfluous "memorial" buildings, which the college can ill afford to maintain, is past. The trend is to "cost-of-education" supplements to accompany tuition scholarships; wide latitude for recipient students in choice of college; a hands-off attitude on the part of donors toward administration of funds.

Atomic Age Adds Special Synopsis

Based on a survey showing lack of understanding of atomic terminology and current information, *Atomic Age* magazine will add to its regular technical presentation a "top management synopsis" for every technical editorial item printed dealing with new developments in the nuclear field.

Common and Preferred Dividend Notice

July 20, 1955

The Board of Directors of the Company has declared the following quarterly dividends, all payable on September 1, 1955, to stockholders of record at close of business August 1, 1955:

Security	Amount per Share
Preferred Stock, 5.50% First Preferred Series	\$1.37½
Preferred Stock, 5.00% Series	\$1.25
Preferred Stock, 4.75% Convertible Series	\$1.18½
Preferred Stock, 4.50% Convertible Series	\$1.12½
Common Stock	\$0.35

W. H. Ayres
Secretary

TEXAS EASTERN  *Transmission Corporation*
SHREVEPORT, LOUISIANA



PROFESSIONAL DIRECTORY

BERTRAND W. HALL & CO.
41 EAST 42D ST. NEW YORK 17, N. Y.

Specialists in . . .
Financial Public Relations
• Stockholder Relations
• Corporate Development

Sessions and Caminita

Public Relations Counsel

**NATIONAL
INTERNATIONAL
AND REGIONAL SERVICE**

777 14TH STREET, N.W.
WASHINGTON 5, D.C.

Washington
Representation

ROBERT D. ECKHOUSE & ASSOCIATES

Public Relations

175 Fifth Avenue New York City 10

ALgonquin 4-9017

BURNS W. PATRICK LEE-O'ROURKE, INC.

Public Relations Counsellors

**SERVING INDUSTRIAL-
COMMERCIAL ACCOUNTS
NATIONALLY,
REGIONALLY**

Offices at

**LOS ANGELES
SAN FRANCISCO
NEW YORK**

607 South Holmst Boulevard
DUrunk 5-3061
LOS ANGELES 5, CALIF.

GARTLEY & ASSOCIATES, Inc.

Financial Public Relations

Counsel and liaison activities between corporate management and investors and financial community opinion leaders (security analysts, investment research staffs, statistical services and the financial press).

68 William Street, New York 5
WHitehall 3-6770

public and industrial relations
in Texas and the Southwest...

Devel and Associates

Public Relations Counsel

400 First Life Building Fort Worth, Texas

**SERVICE
IN
THE
SOUTHWEST**



THE CAIN ORGANIZATION, INC.

Public Relations

3906 LEMMON AVENUE • DALLAS 19, TEXAS
LOgan 7487 • LOgan 1079

KETCHUM, INC.

PUBLIC RELATIONS COUNSELLORS

**36 Years' Experience in Regional
and National Programs**

Chamber of Commerce Building
Pittsburgh 19, Pa.

500 Fifth Avenue
New York 36, N. Y.

Johnston Building
Charlotte 2, N. C.

Coming Events

September 12-14, 1955—38th Annual Convention Direct Mail Advertising Association, Hotel Morrison, Chicago.

September 29, 1955—Public Relations Seminar, sponsored by PRSA's New England Chapter, Sheraton Plaza, Boston.

October 19, 1955—Annual Fall Public Relations Conference, sponsored by PRSA's St. Louis Chapter, Hotel Statler, St. Louis.

October 19, 1955—Second Social Science Seminar, sponsored by the Social Science Reporter, Columbia University Club, New York.

October 28, 1955—Second Annual Mid-Atlantic Public Relations Conference, sponsored by PRSA's Washington Chapter, Hotel Statler, Washington, D.C.

November 10-11, 1955—Regional Conference on "The Role of Organizations in Community Development," sponsored by The Council of National Organizations of the Adult Education Association, St. Louis.

November 14-16, 1955—8th Annual National Public Relations Conference, sponsored by the Public Relations Society of America, Inc., The Ambassador, Los Angeles.

November 21-22, 1955—Third Hawaii Public Relations Conference, sponsored by PRSA's Hawaii Chapter, Honolulu.

65th ANNIVERSARY CELEBRATED ON RADIO-TV

A 30-minute drama, especially written for its 65th anniversary celebration, was telecast over 44 stations and broadcast over 88 radio stations on June 6 by the Woodmen of the World Life Insurance Society, Omaha, Nebraska.

Richard Kiley starred in the TV version of the show, "Quest for Valor," a Korean veteran's search for the family of a GI who saved his life but lost his own. Harry Elders had the leading role in the radio version.

Arrangements for the show were made by a Woodmen committee: Dr. H. B. Kennedy, vice president; John N. Cochran, treasurer, and E. D. Rivers, a national director. Production was supervised by Horace L. Rosenblum, public relations director for Woodmen of the World.

parens*

parens

You think the late Dexter Fellowes and the great showmen of the theatrical world hit the highs for descriptive superlatives? Boy, that's only the beginning. What rubs off on people they do business with is a stimulant to new efforts. Listen to this one: Disneyland is controlled by an elaborate lock and key system which Yale & Towne devised for security purposes. Mouse-in-Chief Disney, himself, has the one key that undoes the works. Of course it's solid gold, you'd expect that. But by the time all the various echelons of keydom had been developed (base metals unlock washrooms, semi-precious for anterooms, loges and lobbies, we presume—and on up), they had to have a name for Walt's "apex" pocket piece that is the universal sesame. Yale & Towne, heady with its own wine, solved it, of course—just called the Disney doodad the Magic Key of The Yale Great Grand Master Key System.

parens

Demonstrating the interest of trade associations in public relations development, Sutherland Paper's Rex Paxton was invited to address the Florida Dairy Association's recent annual meeting, and before they got through with him, Rex had appeared on the program four times.

parens

Employees of the duPont Company served 4,000 days of jury duty in 1954, the company paying \$85,000 in wages and salaries to such good citizens, concurrently.

parens

The Public Relations JOURNAL, which celebrates its 10th birthday on October 15, is now read by subscribers in 38 foreign countries (as well as in every U. S. state and territory). How far this birthday candle sheds its beam!

parens

Man hereabouts referring to the character who in conversation thinks the obtuse and windy way is better than the simple approach: "He's impressed with his own access to the English language!"

* Short for "parentheses," used by typists and proofreaders.

Consolidated Engineering Wins Second Film Award

For the second straight year, a film produced by Consolidated Engineering Corporation has been judged the best industrial research film of the year at the Cleveland Film Festival.

"Eye to the Unknown," the dramatic story of mass spectrometry, a fundamentally new analytical technique serving science, medicine, and industry, took the top honor at the eighth annual Cleveland festival, just as Consolidated's "Dynamic Measurement" was judged best a year ago.

The film relates a complicated analytical science to everyday living in situations ranging from stark drama to cartoon comedy. It dramatizes Dr. Joseph Priestley's discovery of oxygen in 1774 and John Dalton's conception of the modern atomic theory in 1808.

European Industrial Editors Confer in Copenhagen

The Third European Congress of Industrial Editors was held at Copenhagen, Denmark, August 22-25. Fifteen European countries were represented and approximately 500 delegates attended.

Ted O'Meara, editor of the Chesapeake and Ohio Railway's prize-winning magazine, "Tracks," attended as a delegate from America—the first time an American industrial editor has been invited to the Congress, held every four years. He was named to represent the United States by William J. Cadigan of the New England Electric System, president of the International Council of Industrial Editors. Mr. O'Meara took with him an exhibit of 20 top American industrial magazines which have won ICIE awards.

SECOND AWARD FOR WOOD INSTITUTE

For the second consecutive year, the Wood Office Furniture Institute has won a national award for its advertising, merchandising and public relations activities in apprising the public of the advantages of wood office furniture.

The award was conferred on the national trade association by the Wood Working Digest, trade publication of the woodworking industry.

Pictorial Media

After teachers requested and used 6,500,000 copies of "Adventures Inside the Atom" (first published in 1948), GENERAL ELECTRIC is having it revised to include more recent developments in atomic power. This is one of GE's 13 teaching aids in the "comics" technique, developed by Pictorial Media, Inc.*

FORD TRACTOR's major sales promotion mailing piece for 1955 is a 16-page, four-color booklet, introducing its new five-model line. "What One Farm Family Found Out . . ." is the first special-purpose "comics" booklet printed in rotogravure. Dealers and distributors saw samples, ordered 3,000,000 copies, now report: "100% box-holder coverage. Everybody, repeat everybody, read it." . . . "Woman came in to buy two more copies. Her children were fighting for the single mailed copy." . . . "Many farmers have visited dealerships, mentioning the book, who never appeared before." Booklet was prepared by Pictorial Media, Inc.*

A broadside all in cartoon and verse has been developed for AMERICAN CYANAMID by Pictorial Media, Inc., for use as a reading rack piece and hand-out for plant tours and open houses.*

COCA COLA's current youth PR campaign utilizes "comics" technique to guide young people toward constructive, rewarding, leisure-time activities. Supplementing "Having a Wonderful Time This Vacation" are guides for teachers and recreation directors.*

In the field of employe communications, Pictorial Media's ADVISORY BOARD of specialists from business and industry, at its quarterly meeting, reviewed PM's employe magazine features and in-plant poster programs, set criteria for future subject areas and treatment. New services include cost-reduction, suggestion system posters, rack booklets on economic facts-of-life.*

The picture-story technique, developed by Pictorial Media, has proved remarkably effective for adults as well as youth, in such projects as sales training (A&P, TELECHRON), economic information (N.A.M., INDUSTRIAL INFORMATION INST.), sales promotion (U.S. RUBBER, COCA COLA), package inserts (THOM MCAN), product selling (INTERNATIONAL HARVESTER, FORD TRACTOR, SERVEL, BANKERS LIFE), school programs (SWIFT, WILDBROOT, STANDARD OIL), employe and community relations (AMERICAN CYANAMID, U.S. STEEL, G.E.).*

*For case histories, samples, surveys, write: Pictorial Media, Inc., 205 E. 42nd St., New York 17, or phone LExington 2-7715.

(advertisement)

THE HOPPER

Our aging employees

I was interested in your study, "Our Aging Employees" which appeared in the July Public Relations JOURNAL, because I have been discussing this problem a little bit as I move around the country speaking before public relations conferences.

I list this problem as one of four current "challenges" to public relations thinking and programming, which I do not necessarily mean are the most important . . . but are either new developments or old problems with new faces . . .

* * *

" . . . Fourth, and last of my points, I want to speak of the problem of the great growing number of older people, retired, semi-retired, but still active, physically and mentally. We will be hearing more and more about gerontology and geriatrics—the problems and health of the aged and aging, from here on.

"With the extending life span where the Biblical 'three score and ten' no longer holds, we find that compulsory retirement at age 65 has many impractical aspects.

"For one thing, most human beings are happier with a business routine dovetailed with a leisure routine. The rigorous demands of one complement the rewarding pleasures of the other. Too much cake makes John sick, and John loses his old interest in cake.

"And more, management is losing an asset in employees' skill, experience, judgment and economic maturity too soon. The physical and mental extension of the activity span of the human animal no longer sees Aunt Sarah 'enjoying ill health' in her sixties or Uncle Fred 'failing' at seventy.

"How are we going to give all these healthy, smart, older people something to do? They usually don't want to live with relatives—they're active and independent. They want to stay that way as long as possible. They want to be gainfully, productively employed, at least part time. Some have great value as consultants.

"But where can they go? What can they do? They can't all go to California and Florida and sit on benches in the sunshine. Most will live longer and be happier if they can be using their minds and hands, insuring their independence, keeping alert, and adjusting with change. To let anything else happen to them would, in my opinion, be inhuman waste.

"What can be done? Obviously changes in our retirement policies are among the first order of business. I would say, also obviously, that some extension of the public relations policies in post-employment employee relations seems to be in order.

"Many of these people will be your stockholders. There will be new opportunities in plant employee and stockholder functions to keep them tied into the organization family.

"If the proper study of mankind is man, it seems to me that one of the public relations opportunities that has real range and significance is that we as practitioners help construct a bridge from active duty to gainful retirement—and make it a long bridge with many varied stop-offs and exits, to take advantage of, and keep sharp and useful, the skills and experience gained through years of application.

"I see one added bonus for such a program besides good management and good human relations, and that lies in the realm of good government. Can you think of a better way of keeping the older employee informed on the economy of business and industry—on the American profit-production motive—than through active contact with a business enterprise? Isn't a man more apt to be interested in thinking right and voting right to support a business system he's part of?

"I doubt that even with the rapidly increasing number of older people we will ever be threatened with a gerontocracy in this country where the votes of the old could dominate the actions of the whole electorate—but if such a thought is needed to prick us to the causes of 'ham n' eggs for all' and 'pie-in-the-sky', it's worthy of some consideration. . . ."

ROBERT L. BLISS

*Executive Vice President
Public Relations Society of America
New York, New York*

Our aging employees

I would appreciate your sending me a copy of the July issue of the Public Relations JOURNAL. This office is concerned with the problems of the older individual, and we would be very much interested in studying the proposals made by the panel of public relations experts.

PHILIP M. KAISER

*Special Assistant to the Governor
Albany, New York*

Into another text

As new subscribers, we are very much impressed with your July issue.

What particularly interested us was the article on "Parliamentary Relations" by Dr. M. Weisglas. We would like to mention this article in a chapter, "International Public Relations," in our Public Relations Handbook, scheduled for publication in January 1956.

M. G. FRENCH

*Editorial Department
The Dartnell Corporation
Chicago, Illinois*

Classified Advertising

When answering advertisements please address as follows: Box number, PUBLIC RELATIONS JOURNAL, 2 West 46th Street, New York 36, N. Y. Rates: "Positions Wanted" \$1.00 per line, 5-line minimum; "Help Wanted" \$2.00 per line, 5-line minimum. Payable in advance.

(Deadline for copy is the 10th of month preceding date of publication.)

Help Wanted

PUBLICITY MANAGER

To work under director of PR in conservative multi-plant company in heavy industry field. Ability to write clearly and correctly in both newspaper and trade press style. Headquarters NY but some travel. Age 30-40. \$8-10,000. Box WB-9.

EDITORIAL ASSISTANT

To be all around assistant to editor of multi-plant company house organ in heavy industry field. Solid experience, and ability to grow in the job, necessary. Headquarters NY but some travel. Age 25-35. \$5-6,000. Box QR-9.

Positions Wanted

IMAGINATIVE, RESOURCEFUL writer-public relations man wants to divide time between Hawaii and West Coast. Specialties: clear, concise prose, layout, display, photography. Salary \$500. Available around December. Prospectus on request. Box EN-9.

a modest 'PR'oposal

Talented young (23) PR man—now directing this activity for 4A agency in NYC—wishes to further his career with PR firm or large corporation in NYC. He offers: 3 years of good experience (industrial, product, Radio/TV, community); writing ability; executive ability; initiative and thoroughness; and most important . . . POTENTIAL! Getting married Sept. 11—would like to start in shortly afterward. Box FM-9.

Man, with yrs. of training and experience in West. Europe, incl. U.S. Foreign Service, languages, contacts, seeks position Europe, pref. Paris, as P.R.O. or rep. of American firm. Box HB-9.

Newspaperman, 32, 9 years exp. journalism (feature and news writing) and business, widely traveled, fluent French; some Spanish, seeks PR position. Will relocate U.S. or overseas. Box PF-9.

Public Relations Director or Associate, 29, B.S., Chemist with wide and outstanding PR and publicity experience. Creative, self-starter. Many important contacts. Will accomplish profitable, far-reaching results, Box C 938, 300 W. 43 St., N.Y. 36.

Just what the Devil **DOES Dickie-Raymond DO?**

First of all, we specialize in direct advertising and sales promotion. We write sales letters and mail campaigns, using techniques and methods that bring greater assurance of results because they are based on 34 years in getting results on problems similar to your own. We plan, write, design and produce booklets, folders and sales material. Not as a creative printer would design them, for we have no presses to feed. Instead, we buy on the open market, designing material that is right for the sales job and priced to the budget. We handle no magazine, newspaper or radio advertising. We are concerned only with selective markets that can be reached direct.

Accounts Now Served

This is a partial list only.

Names of other well-known companies, on request.

AETNA LIFE INSURANCE COMPANY
AIR EXPRESS DIVISION, RAILWAY EXPRESS AGENCY
AIR TRANSPORT ASSOCIATION OF AMERICA
AMERICAN AIRLINES, INC.
BROWN COMPANY
DOW JONES & COMPANY, INC. — News Printer
EASTMAN KODAK COMPANY — Industrial Division
GENERAL ELECTRIC COMPANY — Air Conditioning Division
THE GRAY MANUFACTURING COMPANY — Audograph
HEWITT-ROBINS, INC.
IRON FIREMAN MANUFACTURING COMPANY
MONROE CALCULATING MACHINE COMPANY
MOODY'S INVESTORS SERVICE
THE NATIONAL SHAWMUT BANK OF BOSTON
NEW YORK STOCK EXCHANGE
OLIN MATHIESON CHEMICAL CORPORATION
Arms and Ammunition Division
PAN AMERICAN WORLD AIRWAYS
PEPPERELL MANUFACTURING COMPANY
PITNEY-BOWES, INC.
PLYMOUTH CORDAGE COMPANY
RAILWAY EXPRESS AGENCY, INC.
SHERATON CORPORATION OF AMERICA
ALEXANDER SMITH, INC.
SYLVANIA ELECTRIC PRODUCTS INC.
THE WALL STREET JOURNAL

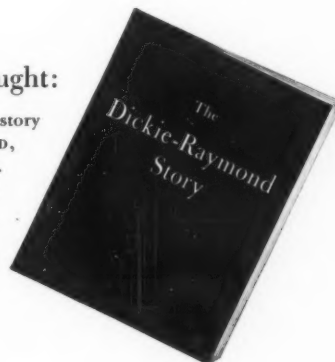
More important than individual assignments is our service to clients on the total sales problem. If the objective is sales leads, we know the approaches and strategies that will produce sales leads at low cost. We know, too, what the salesman should have under his arm to help him in follow-through. Perhaps the problem is dealer-distributor support, the announcement or publicizing of new products or services, the cementing of public or employee relations. These are all matters in which experienced, specialized, outside counsel is of great value.

Dickie-Raymond operates on a fee basis. Even under a continuing full-time arrangement, you can have the services of this organization for about what it would cost you to hire a junior executive. There is no long-term contract — only a gentleman's agreement. Other fee plans are offered for those whose problems are not of a continuing nature.

There's a start on the answer to your question. If you'd like to know more, write on your business letterhead for the booklet below that gives complete details. Or pick up the telephone.

Facts for Thought:

If you'd like the full story of DICKIE-RAYMOND, send for this booklet. No obligation — but please make request on your company letterhead.



**THERE'S
ONLY ONE**

Dickie-Raymond

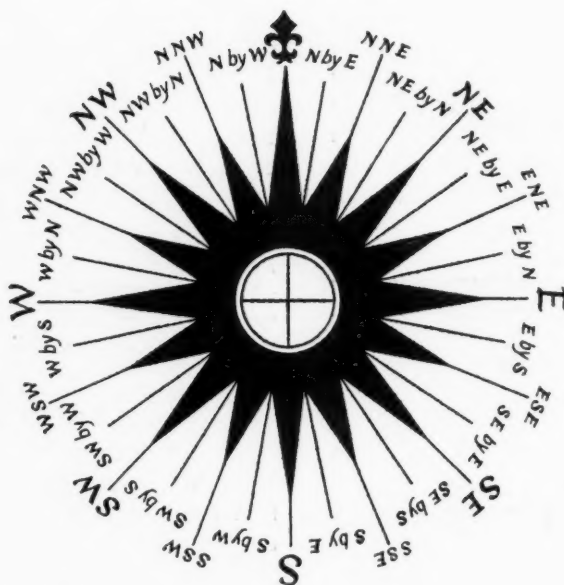
Sales Promotion Counsel • Direct Advertising

NEW YORK
225 Park Avenue
MUrray Hill 4-3610

BOSTON
470 Atlantic Avenue
HAncock 6-3360

NEW HAVEN
109 Church Street
SPruce 7-6436

The
New Yorker
really
gets
around!



Where does a Californian learn about the latest Broadway shows? More than 40,000 do from their copies of The New Yorker—The New Yorker really gets around. In Beverly Hills* as in Bronxville, The New Yorker acts as arbiter of Manhattan—Broadway and Fifth Avenue both—for New York-minded people. It sells the people other people follow.

*In fact, more people subscribe to The New Yorker in Beverly Hills than in Bronxville.



THE
NEW YORKER

